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Simplification of Tire Sizes Slow Process

Remedy Suggested by President O'Neil of General Tire

AKRON, O., Dec. 7.—"The present agitation for simplification of tire sizes is an excellent thing," says President William O'Neil of the General Tire and Rubber Company. "But I wonder if the public realizes the difficulties that confront the tire man when he approaches simplification."

"Some progress was made toward fewer sizes a few years ago; then the balloon tire appeared, which multiplied sizes rapidly and had much to do with the higher price of crude rubber."

"It is a question whether the number of tire sizes now in general use will be greatly diminished, or whether successful dealers will be able to carry smaller stocks. The tendency is in the other direction. The tire dealer feels the call for bigger business methods than ever before required, with larger investment and larger stocks, if he is to serve his trade, make a profit and survive."

"A majority of dealers at the recent National Tire Dealers' Association convention were strongly for simplification. Yet practically every tire manufacturer has frequent requests from his dealers for the manufacture of new sizes which would 'go big' in particular localities. Wherever a real demand for a new size can be demonstrated, it is safe to say the manufacturer will make it."

"Car makers create most of the sizes today. The tire manufacturer merely marches along and makes his product as a part of a car, the weight and engineering peculiarities of which have already been established—even to the tire size—by some one else. Our own company's interest is in the consumer trade, as we do not compete for car manufacturer's business."

"Abolition of a number of tire size now would bring hardship to hundreds of thousands of car owners. For instance, Cadillacs of various vintages are running in the following sizes: 36x4½, 37x5, 35x5, 35x5 in the high pressure type, and 33x6.75 in the balloon. Until those cars wear out, some one will make tires for them and some dealers carry them in stock. The story is the same with many other makes of cars."

"We would certainly welcome arrival of a time when car manufacturers' engineers would consult each other and arrive at some understanding about mutual standards, and then consult tire manufacturers about the size and strength—instead of merely the price—of the tires. But thus far it appears to us that car makers enjoy as great a state of rivalry and lack of co-operation as tire manufacturers themselves."

"Up to this time car makers have designated the size of tires to be used on their cars, based on gear ratios and similar fundamentals, with little reference to weights or speeds or air pressures, and have demanded that tire men make the sizes and bid for the business."

Tax Paid by Motor Car Owners Shows Decrease

Washington. Dec. 7.—There was a net decrease of \$6,411,341 in Federal taxes paid by motor car owners in twelve of the principal states of the country during the first ten months of this year, as against the same period in 1924, it is revealed in a statement issued today by the Bureau of Internal Revenue, comparing receipts from the excise taxes on passenger cars, trucks, tires and accessories.

The accompanying table shows the increases and decreases in the sale of motor vehicles by states. A recapitulation of these figures gives the following results:—

	Oct. 31, 1924	Oct. 31, 1925
trucks and wagons	\$9,452,175.75	\$6,734,795.73
Other automobiles and motorcycles	88,056,044.28	89,936,971.80
Tires, parts or accessories	24,531,242.75	18,907,254.73
Total	122,039,462.78	115,628,121.68
Net decrease (1925)	\$6,411,341.10	

Under the revenue act of 1924, it is pointed out, the tax was made 3 per cent. on trucks and automobile wagons sold or leased for an amount in excess of \$1,000, and truck bodies and automobile wagons valued in excess of \$200.

The tax of 5 per cent. on automobiles and motorcycles, except tractors, remained the same under the revenue act of 1921, while the tax of 5 per cent. was reduced to 2½ per cent. on tires, parts and accessories.

Under the proposed revenue bill to be enacted by the new congress, all taxes will be repealed except the levy on passenger cars, which will be reduced from 5 to 3 per cent.

The following table shows automotive taxes paid in twelve principal states for the first ten months of this year as compared with the same period of 1924.

	JANUARY 1 TO OCTOBER 31, 1925	TOTAL AUTOMOBILES AND MOTORCYCLES	TIRES, PARTS AND ACCESSORIES
California	\$19,734,21	\$19,734,21	\$764,326.47
Connecticut	15,590.12	17,113.07	366,192.31
Illinois	62,886.91	1,014,618.44	918,647.73
Indiana	132,814.74	6,911,391.98	503,991.15
Massachusetts	88,419.89	4,659,944.43	1,198,154.38
Michigan	1,011,468.57	65,988,525.06	3,283,131.96
Missouri	177,984.68	704,988.76	162,803.53
New Jersey	110,036.99	641,988.15	574,328.88
Ohio	1,740,759.83	6,279,603.23	2,945,192.16
Pennsylvania	2,149,553.16	7,011,932.15	6,275,316.72
Wisconsin	362,733.17	129,508.14	812,629.54
All other states	130,871.02	3,794,082.68	580,549.65
Totals	205,557.95	\$8,056,044.28	631,988.67

	JANUARY 1 TO OCTOBER 31, 1924	TOTAL AUTOMOBILES AND MOTORCYCLES	TIRES, PARTS AND ACCESSORIES
California	\$240,802.16	\$524,377.34	\$875,766.83
Connecticut	17,035.90	73,757.10	519,425.53
Illinois	711,964.41	1,002,530.29	1,519,405.53
Indiana	194,951.03	5,174,805.00	685,974.43
Massachusetts	135,724.52	209,375.66	1,574,631.92
Michigan	4,269,007.69	69,327,694.15	4,567,556.45
Missouri	40,308.95	551,511.20	313,143.83
New Jersey	150,724.16	630,040.41	953,918.09
Ohio	1,492,248.45	1,546,388.50	3,979,641.21
Pennsylvania	1,340,211.71	6,946,61.77	6,107,844.21
Wisconsin	21,803.19	129,796.68	1,311,675.08
All other states	242,189.73	2,072,222.90	579,315.97
Totals	239,938.97	159,412.13	1,941,027.37

Canada's Auto Exports Heavy

Ships Products to 53 Countries and Colonies

MONTREAL, Dec. 7.—Canada's export trade in autos, auto trucks and auto parts is in a flourishing condition, according to figures published by the Department of Statistics. During the twelve months ended October 31, Canada exported autos and auto trucks to fifty-three countries and colonies. While the greater part of this export trade was to Great Britain and the dominions, yet there was a substantial trade to continental Europe, Japan, Egypt and most of the South America countries.

For the twelve months ended with October, 1924, Canada exported 45,194 automobiles, valued at \$23,109,331, while for the corresponding period ended October last there were exported 52,903, valued at \$25,168,869. During the same period the export of auto trucks was valued at \$5,016,494 and of auto parts at \$5,573,875.

For autos valued at \$500 and less, the chief market was Australia. For autos of value between \$500 and \$1,000 Canada's best market was Great Britain. Great Britain was also the best market for autos valued at over \$1,000.

Charles T. Fisher on Lumber Committee

SPECIAL A. D. N. Washington Bureau
WASHINGTON, Dec. 7.—Charles T. Fisher, vice-president of the Fisher Body Corporation, has accepted an invitation to serve as a member of the government's central committee on lumber standards, it was stated at the office of Secretary of Commerce Hoover today.

ZWEIBEL TO ADDRESS GROUP AT DETROIT

SPecial from A. D. N. Detroit Bureau
Detroit, Mich., Dec. 7.—President Lex Kennerley of the D. A. D. A. Service Managers Association has arranged with Stanley A. Zweibel, service manager Nordyke & Marmon Company Indianapolis, to address the December meeting next Wednesday evening. Zweibel will talk on the subject, "Flat Rate and Bonus Plan." The meeting will be held in the General Motors Building and will be preceded by the usual dinner.

WARNER G. M. T. PURCHASER

Detroit, Dec. 7.—H. J. Warner has been appointed head of manufacturing purchases for the General Motors Truck Company, succeeding A. J. Banta, resigned. Warner was formerly associated with Continental Motors Corporation and with Federal Truck Company.

Report International Seeking Niles-Bement

New York, Dec. 7.—It is reported that International Motors Company is negotiating for the purchase of the recently closed tool plant of the Niles-Bement-Pond Company at Plainfield, N. J. It is understood that the plan is to use the plant for the manufacture of gasoline railroad cars.

STEAM COOLING TOPIC BEFORE S.A.E.

H. C. Harrison Discusses Interesting Subject at Detroit

Special from A. D. N. Detroit Bureau

Detroit, Dec. 7.—Herbert C. Harrison, president of the Harrison Radiator Corporation, in his paper on "Steam Cooling" before the Detroit Section, S. A. E., December 3, made out a strong case for cooling internal combustion engines by evaporating water into steam in the engine jacket and then conveying the steam into an air condenser, where its latent heat is given up.

"The standard water-cooled system," he said, "cannot be made suitable for widely varying climatic conditions and widely varying conditions of driving. There is danger from over-heating; there is danger from over-cooling, apart from freezing; and there is a certainty that under all conditions heat is taken from the system and thrown away in a quantity that bears little relation to the necessity for the rejection of heat."

"It is, of course, obvious that all the heat we can conserve without interfering with the operation of the engine will tend to economy of fuel."

"It is possible to provide a motor block head which will itself form a steam dome, so that only dry steam can be passed over to the radiator condenser, or, if a standard head is used, wet steam or steam and water can be passed through, in any of these types of condensers. In either case it is possible to form a separate circuit to circulate the boiling water, and a separate circuit to condense the steam, which may be separately or together returned to the motor block."

"A condensing system has brains. It will never eliminate heat unless heat should be rejected from the system. It will adjust itself in size automatically to the needs for heat rejection. In other words, we can provide the best kind of summer driving in summer or winter, in

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SEE NO RELIEF IN ABOLISHMENT OF RUBBER BAN

Leaders Here View British Concession as Diplomatic Gesture

AKRON, O., Dec. 7.—The leaders of the rubber industry here do not believe that the abolishment of the British restrictions on rubber, which is to take effect February 1, will afford any relief from the rubber shortage.

The way this plan has been working recently allows an 85 per cent. shipment at present and an extra 10 per cent. would have been released February 1, followed by a full 100 per cent. release three months later.

The feeling in this country is that the extra 5 per cent. was planned as a mere diplomatic concession to satisfy the many protests which have been made both by American and British interests.

Because of the restrictive measures which have been in force and a shortage on labor on the plantations, it is said that the production of rubber will not increase materially for many months to come, regardless of the new British policy.

Here is what the rubber executives think of the situation:

HARVEY S. FIRESTONE, president of the Firestone Tire and Rubber Company, and the leader in the fight against British restrictions: "America should continue the search for a new source of supply, as there will still be a rubber shortage."

P. W. LITCHFIELD, first vice-president Goodyear Tire and Rubber Company: "It will be a long time before rubber can be produced in large enough quantities for world consumption, for the harm has already been done."

WILLIAM O'NEIL, president General Tire and Rubber Company: "The present move is merely a 'grand diplomatic gesture' and the British are merely anticipating what would have happened under normal operation of the Stephen-Richter act."

Mr. Firestone says that the reports from London are conflicting, as one report says that 15 per cent. will be released February 1 instead of 10 per cent., and another 5 per cent., or a total of 100 per cent., three months later.

"Inasmuch as the maximum production set by the restriction act is 400 pounds to the acre, if the British have merely released an

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Ford River Rouge Plant Uses Steam Turbines

Detroit, Dec. 7.—The third turbo-generator unit at Henry Ford's River Rouge plant has gone into operation. Eventually there will be eight of these large units, designed to produce 500,000 horse power. Ford engineers have determined that the steam turbine, using powdered coal and blast furnace gas as

fuels, is the most efficient source of power where water power is not available. Practically complete combustion has been obtained, and heat transferred to the water averages as high as 90 per cent. Slag and ashes average only one ton a furnace daily from 100 tons of coal burned.

CHAMPION PLANS NEW BUILDING

Structure Will Enable 50,000,000 Spark Plug Output

TOLEDO, Dec. 7.—Plans for erection of a new six-story building adjacent to its present main manufacturing plant in Toledo, which will duplicate that structure, have been announced by R. A. Stranahan, president of the Champion Spark Plug Company.

Completion of this unit early in the new year will enlarge the company's productive capacity to 50,000,000 spark plugs in 1926, and will mean the aggregate expenditure on improvements of \$500,000 for 1925 and 1926.

During the present year a new steel plant was built adjacent to the main building here.

While the large new addition is being built in Toledo, changes also will be made in the layout of the Champion Porcelain Company in Detroit, which manufactures all of the cores for the Champion Spark Plugs, to permit an output of more than a million cores a week during 1925.

"We have produced more than 40,000,000 spark plugs and this enormous production has compelled us to put on night shifts in many departments at the plant here," declared President Stranahan. "The new building is a part of our general plan to increase capacity to 75,000,000 spark plugs a year as rapidly as the market for motor cars and other types of internal combustion engines becomes sufficient to justify that volume."

Taxi Men Must Carry Insurance

Chicago, Dec. 7.—Nearly \$18,000,000 worth of protective insurance for the riding and walking public must be purchased by taxicab operators of Chicago within two weeks, according to a letter sent them by Chief of Police Collins.

A bond of \$2,500 to insure payment of claims in injury or death to passengers and pedestrians must be filed with the secretary of state for every cab operating in Chicago by December 15. There are 6,900 cabs operating here.

Chief Collins's letter said that pending an appeal to the United States Supreme Court the taxicab bonding law passed in 1923, and affirmed recently by the State Supreme Court, would be enforced in Chicago.

The Yellow Cab Company, with 2,825 cabs in Chicago, will have to file \$7,500,000 worth of insurance.

Charles Gray, vice-president of the company, said his organization was prepared to file the necessary amount of insurance with the secretary of state at once.

INDUSTRIAL EMPLOYMENT AT DETROIT SHOWS DROP

Special from A. D. N. Detroit Bureau
Detroit, Dec. 7.—Industrial employment in this city decreased 2,426 for the week ended December 1, according to the Employers' Association, which reports a total of 264,221. This is approximately two-thirds of the industrial employment. The decline is not unusual at this time, as many of the automobile plants are changing over to the manufacture of new models and others have slackened production in order to take inventory.

One week ago a decrease of 2,139 was shown. The total number employed, thus far, is approximately 65,000 more than at the same period one year ago.

Says Fancy Showrooms Add Unnecessary Expense

Special from A. D. N. Detroit Bureau

DETROIT, Dec. 7.—"Too many automobile dealers are working for the landlord and not enough for themselves or in the interests of the customer," says R. T. Hodgkins, general sales manager Rickenbacker Motor Company.

"Disregarding all economic laws and all experience, many automobile dealers feel they must have a salesroom on the 'Automobile Row' of their town and that the building must be an architectural gem." The dead weight for the rent of these fancy showrooms crushes many of them, he declares.

"Drug stores, cigar stores and retail dry goods stores can afford to spend as high as 10 per cent. of the gross income for rental; the automobile dealer can not afford more than 2 per cent.," he continues. "This is because the drug store, for example, depends almost entirely on pedestrian trade. The automobile buyer seldom walks; he drives, and when he is looking for a car he goes wherever cars are sold. If the company's advertising has done its work as it should, the prospect has become prepossessed in favor of a certain make of car.

"He has not decided to buy it perhaps; but he has decided to see that car before he buys any other. Such a customer will not hesitate to go to a showroom which is not on 'Automobile Row.' He will most likely go to his neighborhood automobile dealer. People like to trade with people they know.

"From every standpoint the automobile dealer who is in the kind of residence section where lives that class to whom his particular car appeals has a greater chance to get business and a much better chance to show a net at the end of the year.

"Similarly with service stations; in order to render quick service at a reasonable price, the dealer cannot afford a big overhead in the form of rent based on downtown land values. A block or two from his salesroom invariably he can find plenty of space for a first class service station at a low rental rate.

"If he would keep in close touch with demand and deliver the best service to owners, every large city distributor should have several regional dealers or branches in the various residential sections of his city. And his main office may just as well be in one of these as in a side street downtown.

"A distributor for a popular make of car who, because he can't get rid of a long-term lease, maintains a big place on Michigan Avenue, Chicago, tells me customers seldom come into that showroom, and that his small branch stores on the north, south and west sides sell more cars. It is from these branch offices that the revenue must come to support the Main Street show place," concludes Mr. Hodgkins.

Sullivan Oakland Dist. Manager

Detroit, Dec. 7.—C. W. Matheson, vice-president and director of sales for the Oakland Motor Car Company announces the appointment of W. A. Sullivan as district manager at Charlotte, N. C., succeeding C. T. Smith, resigned.

Mr. Sullivan has been with the Oakland organization for nine years, beginning in the advertising department. Recently he organized the courtesy department of the company, and has many friends among Oakland sales representatives.

He will make his home in Charlotte. His new territory includes the state of North Carolina, nearly all of South Carolina and parts of Virginia, West Virginia and Tennessee.



W. A. Sullivan

EUROPE LOOMS AS GOOD CAR MARKET

More Receptive Attitude Toward American Makes Seen

Special from A. D. N. Detroit Bureau

Detroit, Dec. 7.—Europe as a greatly increased potential market for American automobiles is seen by Sidney H. Diman of Paris, European manager for Paige-Detroit Motor Company. Diman is in Detroit and has brought with him the results of a survey which indicate that Europe is occupying a position of constantly increasing importance as a consumer of American automobiles.

Until recently propaganda against the American car, because of its low price (which was stated to be a sign of inferiority, and in favor of home production, as appealing to patriotic feeling, has had the effect of keeping American sales down. But Diman now feels that this has been overcome by the demonstrated merits of the American car.

Germany especially, in Diman's judgment, will prove a large buyer of American cars. For the first time in years the German embargo against imported cars has been removed, and the results have been immediate. Germany, Diman considers, is now one of the best of the European customers.

E. Freiherr von Spigel, distributor for the Paige and the Jewett in Germany, accompanies Diman. He reports, too, that Germany is in a receptive mood toward American cars. Sven du Rietz, the Paige Company's distributor in Sweden, asserts that conditions in his own country are equally favorable.

Diman reports that European demand for American cars is general. Business in Spain is increasing and even in France business is "as usual," in spite of the frequent political and financial crisis. A favorable outlook also exists in countries like Poland, Greece and others, from which comparatively little business has been expected, up to now.

South African markets are also opening up. J. Littleton Wilson, Cape Town, in charge of Paige-Detroit interests in Africa, is also a visitor to the factory, and reports that business, both present and prospective, is excellent.

\$140,000 Fire in Buffalo Body Plant

Buffalo, Dec. 7.—Fire Saturday afternoon destroyed one of the buildings of the Buffalo Body Company in this city. The building was stocked with lumber prepared for use in building automobile bodies.

The lumber was valued \$140,000, according to K. B. MacDonald, president of the company.

The loss was covered by insurance and the building will be rebuilt at once.

MANY PRIVATE CARS

Olympia, Wash., Dec. 7.—At the beginning of the new motor vehicle license year which opened in this state last week, Director C. R. Maybury predicted that out of a total of 380,000 motor vehicle licenses which he expects to issue for 1926 at least 300,000 will cover private cars.

Freight Bus Men Lose Fight in Washington

Tacoma, Wash., Dec. 7.—Dismissal of the suit against the State of Washington by means of which a group of auto freight motor bus operators sought to compel the state to refund \$2,250,000 collected in state gasoline taxes, was announced by Judge Edward E. Cushman in the Federal Court here.

Judge Cushman's decision declares that the state gas tax law is not a violation of the Federal Constitution. He also holds that the Federal highway law is not violated as the state has the undoubted right to levy such a tax on gas for vehicles on roads other than Federal aid highways.

TOLEDO PLANTS NOW AT SLACK

Inventories Slow Up Production Till 1926 Run Starts

Toledo, Dec. 7.—Although all Toledo automotive factories have greatly increased manufacturing plans for 1926, with estimated outputs greatly in excess of 1925, there has been considerable slackening of business due to inventory time and seasonal conditions.

The Willys-Overland Company, the Chevrolet-Ohio plant, the Electric Auto-Lite Company, the Dura Company, the Mather Spring Company, the Tillotson Carburetor Company and others all show slight reductions in the employment situation.

Several heads of companies, though, say this is only temporary and by January 1 these plants will be going at top speed with employment at new high peaks in many instances.

Bank debits up to Thanksgiving Day for November totaled \$186,821,000, as against \$160,607,000 in the corresponding month of last year, an increase of more than \$26,000,000. A large part of this is due to automobile activity, which is by far the greatest percentage of Toledo's business. Willys-Overland and its allied industry is mostly responsible for this great gain.

The employment rolls in the fifty-one plants reporting to the Merchants and Manufacturers' Association were reduced 1,569 in the week ended above. The total on the payroll of the fifty-one factories this year is 25,842, as compared to 17,976 in the same week of 1924, and, it is said, the gains are due almost entirely to better automobile conditions.

DETROIT ASSN. ELECTS

Detroit, Dec. 7.—The Associated Technical Societies of Detroit held an election of officers, Monday noon, at the club house of the Detroit Engineering Society. This meeting was the last one for this year.

Strong Buys Buick Store at Oak Park

Chicago, Dec. 7.—B. W. Strong, son of E. T. Strong, general sales manager of the Buick Motor Company, Flint, Mich., has purchased the entire interest of the Buick Motor Company's retail store at Oak Park and will take over the business January 1.

Strong, during the past five years, has been working in different divisions of the Buick sales department and for the last two years has been serving as assistant branch manager of the Buick Motor Company's Flint branch.

The Oak Park branch is one of the leading sales units operating under the Buick company's Chicago office. Its territory borders Chicago on the west and is a fertile sales field for Buick cars.

During December he will supervise the organization of his new business, which will include attractive sales and executive quarters and a modern, fully equipped, authorized Buick service station.

Steam Cooling Discussed At Detroit S. A. E. Meeting

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Alaska or Florida, with one standard cooling system."

Mr. Harrison reviewed briefly the history of steam cooling from 1918. In 1919, a number of installations of a steam-cooling system were made and cars were driven in Florida, after a trip through ice and snow, in a Florida temperature of 92 degrees.

"Atmospheric pressure," Mr. Harrison continued, "affords the simplest, easiest and, luckily, the most suitable temperature for the jacket water. If down-flow, or standard radiator practice, is followed and steam and water introduced at the top of the radiator, the radiator will operate perfectly well, unless the overflow vent, now

located in the bottom tank, becomes immersed in the condensate in the bottom tank, or unless the water rises in the bottom tank to the core level. In either case, pressure will be formed in the radiator and water expelled from the system. It is not impossible to avoid these occurrences; but anything that failed, or caused the water to rise to the bottom tank, would cause loss of water to the system.

"There are two problems concerned in evaporation cooling; one, to get the superfluous heat from the engine block into the boiling water, vaporizing a portion of it; and, two, to convey the steam and water to a conveniently situated heat-waster, which will condense the steam and from which both the condensed steam and the water can be returned to the system."

Sales Contests Keep Cars Moving in Portland, Ore.

PORTLAND, Ore., Dec. 7.—Sales contests of various kinds continue to be a feature in the automobile industry in Portland. Sales in November and December are always slowed down considerably on account of the Oregon license plan, so a stimulus of some sort must be added to keep up the volume.

Dealers seem to be relying chiefly on the sales contests and larger space newspaper advertising. The reports given out by Portland firms are, however, to the effect that sales are satisfactory.

Hudson-Essex

S. V. W. Peters, vice-president of the Portland Motor Car Company, Hudson-Essex distributor for Oregon, declares that this fall was one of the best automobile seasons that Portland has had in years. "The most important factor, perhaps, lies in the fact that the average motor car buyer believes that he can now obtain the best values ever offered him, and engineers and experts agree with him," he explained.

Star

The C. L. Boss Company, Star distributor and all Oregon Star dealers last week announced the adoption of the Star Gold Certificate Save and Earn Plan which was so successfully put in operation in California. Large space advertising told Portland people of the new plan by which purchasers pay only 3 1/4 per cent. interest on the unpaid balance for one year time sales. Details of the plan have been worked out whereby credit is given to any individual who helps to create sales of new cars, although the actual selling is all done by the dealer's own salesman.

Buick

October was the biggest month in the history of the Portland branch of the Howard Automobile Company, which is 20 years old. According to Claud McGee, manager of the Buick distributing organization for Oregon and Southwestern Washington, the Buick dealers have been handicapped through lack of cars, and yet this record has been made in spite of that.

Chevrolet

A demonstration of the modern processes of automobile manufacture was a recent feature at the Fields Motor Car Company's main store at 16th and Alder Streets. Hundreds visited the display, which among other things showed how each engine cylinder surface is tested to be free from flaws too insignificant to be detected by the human eye. Another interesting illustration was that of how a 62-ton press forms a Chevrolet fender at one stroke.

Cleveland

J. R. Rogers, of the Union Motors Company, Portland, Cleveland Six distributor, reports that with the beginning of the rainy season, there has come a demand for the compact three passenger inclosed car. Women and professional men are the biggest purchasers, says Rogers.

Nash-Ajax

The East Side Nash Company, associated dealer with Wentworth & Irwin, Inc., in Nash and Ajax cars, placed eleven machines in its first month in business, according to J. E. Maxon, manager.

Floors Cleared of New Models in Decatur

Decatur, Ill., Dec. 7.—Dealers along auto row last week were "just out," as the result of rapid movement off their floors of new models, and their inability to secure shipments for immediate replacement of show cars. With Christmas trade looming, however, they were confident and promised deliveries for the holidays.

Hudson-Essex

Spiess Auto Sales Company—Two carloads of Chrysler cars were re-

To Prevent Sales of Autos to Bootleggers

LITTLE ROCK, Ark., Dec. 7.—The deputy prohibition administrator has announced that a phase of the Federal prohibition law will be enforced to protect automobile dealers and to prevent sales of cars by certain unscrupulous dealers to liquor violators.

The official states that he will furnish car salesmen with names of liquor violators and that he is going to put a stop to used car dealers selling cars to people engaged in moonshining.

It is said that all contracts for purchase of automobiles on time payments provide that sales shall be made on condition the car is not to be used in transportation of liquor and violation of this clause abrogates the contract.

ceived last week and completed the line of floor showings. The Hudson-Essex shipment, however, overdue a week, has not appeared, and the company is anticipating them this week.

Overland

W. C. Starr—Three carloads of Overlands were received last week, which evened up on sales, for the chart showed nine cars moved off the floor. Two-door sedans are out now, but a shipment is due early this month. The used car department here has been especially active during the week.

Nash

Kilbourn, Inc.—Two carloads of new cars are en route, but had not been received at the end of the week. Three cars in stock have been moved off the floor and sales are reported good, with prospects of a good holiday season.

Oakland

Robert R. Peck—Deliveries on three Oakland sales were made last week and a shipment of new cars is due. Although only one carload is coming, it is eagerly expected, because it will introduce the new landau.

Coal Strike Hurts Sales in Philadelphia

PHILADELPHIA, Pa., Dec. 7 (U. T. P. S.)—Comparatively few new cars of more than medium price are being moved here at this time. As was the case a week ago, low-priced cars are sluggish. While most dealers during previous weeks do not expect sales to be at all rapid, especially in high-priced automobiles, dealers in the cheaper cars can find no solace in a "seasonable" hesitancy of the public to purchase.

The rejection by the coal operators of the Pinchot plan for settlement of the strike in the anthracite regions of the state seems to have had a depressing effect on salesmen in that territory for the distributors. Miners have been turning their attention to other fields of industry, and many of them will probably not return to the shafts.

Local distributors and dealers are advertising heavily in the daily newspapers and have awakened some interest, as reflected in numerous inquiries, but few purchases. However, as cars, in the aggregate are being sold in slightly greater volume than they were a year ago in this territory, the outlook is reasonably optimistic.

Distributor Doings

COMPANY REORGANIZED

TOLEDO, Dec. 7.—Lyman Arnold has been made president of the Arnold-Beck-Culver Company, Lincoln distributor. Walter Beck is vice-president; Eli Culver, treasurer, and Helen Bush, secretary. Arnold is active manager of the enterprise. Beck and Culver each conducts Ford dealerships. The reorganization was effected when E. E. Lucas, formerly of the company, stepped out and his interests were purchased by the three who now own the company in equal parts.

NEW OLDSMOBILE BRANCH

BALTIMORE, Md., Dec. 7.—A new branch of Olmstead & Moore, Maryland distributors of Oldsmobile and associate dealers of Jordan cars, opened today at 211 South Highland Ave., Highlandtown. The new branch will be under the management of E. L. Herbert and a separate sales force has been organized for operation in the eastern section of the city.

TO HANDLE MARMON

SAN ANTONIO, Tex., Dec. 7 (U. T. P. S.)—The Embleton Motor Company, of which R. V. Embleton is president, has been appointed distributor for the Marmon cars in San Antonio and territory. The Embleton Company is also distributor for the Moon and Diana Ga., Jordan Company of Georgia.

NEW JORDAN DISTRIBUTORS

CLEVELAND, Dec. 7.—Announcement of the authorization of three new Jordan distributors in important centers has been made by W. B. Riley, sales manager of the Jordan Motor Car Company.

These new distributors are: Omaha, Neb., Marmon-Hayward Company; Little Rock, Ark., Ray Robinson Motor Company; Atlanta, Ga., Jordan Company of Georgia.

for Economical Transportation



Chevrolet closed cars, designed by Fisher, have the fine modelling and clear cut lines of the world's finest cars.

Chevrolet dealers know that money cannot buy cars more beautiful than these Fisher-built Chevrolets.

CHEVROLET MOTOR COMPANY, DETROIT, MICH.

Division of General Motors Corporation

Touring	\$525	Coupe	\$675	Commercial	\$425
Roadster	525	Coach	695	Chassis	550
		Sedan	775	Express	
				Truck	Chassis	

ALL PRICES F. O. B. FLINT, MICHIGAN

QUALITY AT LOW COST

JOHANNESBURG, British South Africa, Dec. 7 (U. T. P. S.)—Although not exactly serious, the used car position in South Africa has led to meetings of branches of the South Africa Motor Traders' Association recently.

But they are willing to listen to any suggestions and it seems quite likely that things will move quickly now.

November 1925 Sales Higher Than in 1924

NEWCASTLE, Ind., Dec. 7 (U. T. P. S.)—According to local used car distributors, the sale of second hand machines for the month of November was about 25 per cent. larger than in the same month of 1924. The price of used cars at the present time is much lower than it was in November, 1924, and as a result more cars are being purchased.

With the great reductions in the price of new cars, used car dealers have been forced to make great slashes in their prices. The many new financing plans for the sale of new cars is another factor that has caused the second-hand car dealers to cut their prices. Numerous used machines are being taken in on new ones and in an effort to get rid of them in most cases the price is less than their actual worth.

With the winter months at hand, everybody marketing for a used car is looking for a closed style machine. Very few open jobs in the second hand class have been purchased during the past month. A survey shows that 1923 and 1924 models are selling better than any other model.

The majority of the used cars turned in at the local used car shops are given a complete inspection by mechanics, and then put on the market. A larger per cent. of the second-hand machines are in the best shape possible before they are offered to the public.

Automotive Daily News

"Of, By and For the Entire Automotive Industry"

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O. J. Elder, President; George M. Slocum, Vice-President; G. L. Harrington, Treasurer; Alexander Johnston, Secretary.

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Catch Them Young

OUT on the Pacific Coast there is a dealer with vision. This merchant conducts a large service station in a prominent location and invites the general motoring public to drop in for free air whenever they feel so disposed. He keeps two air compressors going and recently noticed that his best "customers" were youngsters coming in to have their bicycle tires pumped up.

If this dealer had been a narrow-brained curmudgeon, he would have ordered the children off. Indeed, he could have done so on humanitarian grounds, because it was positively dangerous to have the youngsters mixing with motor cars driving in for the same purpose. The dealer recognized the danger, but, instead of taking the easiest way, he put in a third air line in a different location and invited all the boys and girls who needed their tires pumped up to help themselves—in safety.

Here is a dealer who is building for the future. The boys and girls of today are the motor car buyers of tomorrow. A youngster of 13 or 14 may easily be in the market for a car in another five or six years, and certainly, when they come to buy, they are not going to forget the friendly dealer of their youth.

As a matter of fact, the solution of many problems that now afflict the automotive industry is going to lie in capturing the youngsters of today. They are the motoring generation of tomorrow, and in their proper education lies the cure for many ills. The National Automobile Chamber of Commerce has recognized this in its work to promote safety in traffic by going into the schools and teaching the children how to protect themselves under modern traffic conditions. In this educational campaign lies the greatest hope of cutting down our appalling accident toll.

Happily, the children of today are growing up "motor wise." They are growing up under conditions of living that are based on motor transportation. To us of the older generation the motor car came as a totally new development. We lack what may be termed "motoring instinct." The next generation, which has been used to motor vehicles from infancy, will have this instinctive understanding of and reckoning with motor traffic. Therein lies the hope of solution of our bitterest problem.

Virginia Protests

SOME days ago the Automotive Daily News published an editorial on the excessive gasoline tax paid by motorists in Virginia. The tax itself, three cents per gallon, is not much higher than the average for the country, but the individual car owner's contribution is more than twice that paid by the average motorist throughout the United States. We accepted the obvious explanation that Virginia's roads were at fault.

In today's mail comes a letter from E. C. Anderton, an automobile dealer of Richmond, stoutly defending Virginia's roads as comparing favorably with those of any state in the East.

"The real reason for the apparent excessive gas consumption," says Mr. Anderton, "is due to the poor gas which is being sold in our state. This is the result of either poor inspection or the low standard required under our state law.

"You may tell the world that Virginia has as large a proportion of good roads as nearly any state in the Union, and when our connecting links are finished our ratio will be very much larger than any of our neighboring states. And the beauty of it all will be that when our roads are finished they will be paid for, with no bond issues hanging over our heads for years to come."

Show Salesmanship

By Ralph Schrenkisen

With the approach of automobile shows all over the country, this article, the first of a series by Mr. Schrenkisen, which will appear daily, will be of timely interest to dealers and of constructive aid to them in increasing the efficiency of their sales staffs for show merchandising.

Nothing so robs a prospect of his confidence, and even his interest, in an automobile as does an interview with a salesman who does not know his product, and is very evidently not sure of his ground.

A weak sales talk from a salesman is worse than a weak rear axle in a car.

In the latter case, at least, the original sale can be made, while in the former all chances are killed at the outset.

It is often necessary to pad the organization by adding extra salesmen to care for the throng which ordinarily packs the average booth at an automobile show.

To send these men into the booth without a thorough knowledge of the product they are to sell and the company they are to represent is worse than not sending any men at all.

At least, with no one in attendance the car would make its own good impression and would hold the prospect's interest.

But with an inexperienced man in attendance, giving incorrect answers and bad impressions, that interest is quickly dissipated and a prospective sale is lost.

Additional salesmen must be educated.

And while that education is taking place the older men on the sales force should be required to attend, in order that their memory may be brushed up on points that they may have forgotten.

The prospect draws no division between the salesman who has known and has forgotten and the salesman who never knew.

To him they both constitute the same weakness, and both leave a bad impression that will be reflected in the dealer's volume.

A list of questions and answers that apply to the product, the manufacturers, and the dealers, if circulated among the men several weeks before the show will supply them with sales material that will enable them to cope with any situations which may arise.

This questionnaire should embody all points relating to the mechanical specifications of the car.

It should answer all questions that may be asked regarding the manufacturer, such as plant size, production, and financial resources.

And it should familiarize the men with the finances, shop facilities, and personnel of the local distributor or dealer.

It is not sufficient to merely place these questionnaires in the salesmen's hands. It is essential that they be made to familiarize themselves with the answers in due time.

To this end, periodic meetings, at which the salesmen are questioned and marked in accordance with the correctness of their answers, are most effective.

A percentage of efficiency may be determined and any salesman who fails to reach that degree should be barred from duty in the booth.

Prospects expect their questions to be answered correctly.

Salesmen who cannot do so cannot sell automobiles.

Many States Now Busy Issuing License Plates

Olympia, Wash., Dec. 7 (U. T. P. S.)—Not only has there been an increase in the number of auto dealers this year, but License Director C. R. Maybury's record shows that the number of licenses issued to dealers, representing cars used by salesmen, has increased more than 10 per cent.

SPECIAL BUS LICENSES

Milwaukee, Wis., Dec. 7.—The secretary of state for Wisconsin will issue 600,000 motor vehicle licenses for the year 1926. An innovation in license plates this year is the new bus license. Heretofore bus owners have operated their vehicles with a truck license, and last year 550 truck licenses were issued to buses.

TO ISSUE PLATES EARLY

Toronto, Dec. 7 (U. T. P. S.)—According to an announcement just made by Hon. George S. Henry, minister of highways, the automobile license plates for the year 1926 for the Province of Ontario are to be issued earlier this year than last. He states that the new license plates will be ready for distribution on December 15, instead of in February as in previous years.

MAIL APPLICATIONS

Norfolk, Va., Dec. 7.—Registration cards with which automo-

bile owners will apply for 1926 license tags will be mailed from the office of the motor vehicle commission in Richmond on or about December 3. As soon as the cards go into the mail, tags for next year will be available at the local police headquarters.

C. S. A. A. TO ISSUE PLATES

San Francisco, Dec. 7 (U. T. P. S.)—The California State Automobile Association announces that it has again been authorized by the state to renew automobile licenses in 1926 for its members at its twenty-three branch offices in northern California. Last year more than 48,000 members availed themselves of this registration privilege.

EXPECT 10,000 INCREASE

Boise, Id., Dec. 7.—The state of Idaho has received its 1926 license plates, which will be orange, with black figures. Ninety thousand sets have been ordered for passenger cars and 10,000 for trucks. This indicates an anticipated registration about 10,000 in excess of the 1925 figures.

RECEIVING SUPPLIES

Canton, O., Dec. 7.—Supplies for 1926 registration of automobiles are being received here.

250 DEALERS ATTEND N. A. D. A. SALES CONGRESS

A. D. A., and H. D. Bullock, field manager for the association. They were introduced by Lyman P. Clark, chairman of the special committee representing the Glendale Motor Car Dealers' Association.

Mr. Krown declared the public is getting \$1.32 in automobile merchandise today as against \$1 in worth given in 1913, while in other lines the buyer gets only 67 cents on his dollar, compared with 1913. Analyzing the market, the speaker placed the number of cars in use at 17,000,000, with about 30,000,000 prospects.

Coming Automotive Events

DECEMBER

9—Greensboro, N. C. Meeting of the North Carolina Bus Owners' Association.
10—Indianapolis, Ind. Society of Automotive Engineers, meeting of the Indiana section.
10—Indianapolis, Ind. Regular dinner of the Society of Automotive Engineers.
11—Los Angeles, Cal. Annual dinner of the Society of Automotive Engineers of Southern California, City Club.
11—Washington, D. C. Meeting of the Society of Automotive Engineers of the Washington section, Cosmos Club.
14—Cleveland, O. Meeting and dinner of the Society of Automotive Engineers, Hollenden Hotel.
15—Buffalo, N. Y. Transportation meeting of the Society of Automotive Engineers, Statler Hotel.
16—Dayton, O. Meeting of the Society of Automotive Engineers, Engineers Club.
16—Brussels, Belgium. Annual Automobile Show.
15-16—Washington, D. C. Chamber of Commerce of the United States, national distribution conference.
17—Detroit, Mich. Meeting of factory representatives of the Society of Automotive Engineers, General Motors Building.
18—Chicago, Ill. Talk on "High Efficiency Engines," Society of Automotive Engineers, Engineers Club.
7-29—Buenos Aires, Argentina. Eighth annual Argentine Auto Show.
29—San Francisco, Calif. Meeting of the Society of Automotive Engineers of Northern California, Engineers Club.

JANUARY

—Waterbury, Conn. Waterbury Automobile Dealers' Association, annual auto show. Date not set.
—Columbus, Ohio. Columbus Automobile Dealers' Association, Motor Hall show. Date not set.
16-23—Philadelphia, Pa. Philadelphia Automobile Show.
9-17—Milwaukee, Wis. Eighteenth Annual Automobile Show.
11-13—New York City. Second World Motor Congress for Foreign Automotive Officials.
11-16—Chicago. American Road Builders' Association Annual Convention.
11-16—New York City. National Automobile Show.
14—New York City. Society of Automotive Engineers, annual dinner, Hotel Astor.
21-22—Buffalo, N. Y. Winter sectional meeting of the American Society for Steel Treating.
16-23—Newark, N. J. Nineteenth Annual Newark Automobile Show.
16-23—Philadelphia, Pa. Twenty-fifth Annual Automobile Show.
16-23—Cincinnati, Ohio. Automobile Show.
16-23—Milwaukee, Wis. Automobile Show.
16-23—Buffalo, N. Y. Twenty-fourth annual automobile show.
18-23—New York City. Twelfth National Motorcycle, Bicycle and Accessory Show, Madison Square Garden.
19-21—Los Angeles, Calif. American Petroleum Institute, sixth annual meeting.
20-22—Detroit, Mich. National Society of Automotive Engineers.
21-22—Detroit, Mich. Michigan Independent Oil Men's Association.
23-30—Montreal, Canada. Annual Motor Show.
23-30—Cleveland, O. Cleveland Automobile Manufacturers and Dealers' Association automobile show.
24-30—Cleveland, Ohio. Automobile Show.
23-30—Detroit, Mich. Twenty-fifth Annual Automobile Show.
23-30—Brooklyn, N. Y. Fifteenth annual automobile show.
26—American Road Builders' Association. Good Roads Week.
26-29—Detroit, Mich. Society of Automotive Engineers, annual meeting.
27—Detroit, Mich. Michigan Highway Association.
27-30—Scranton, Pa. Scranton Motor Traders' Association Auto Show.
27-30—Detroit, Mich. Michigan Automotive Traders' Association Sixth Annual Convention.
30-Feb. 6—Chicago. Eleventh Annual Chicago Automobile Show.
30-Feb. 6—Washington, D. C. Automobile Show.
30-Feb. 6—San Francisco. Tenth annual Pacific Automobile Show.
30-Feb. 6—Chicago, Ill. Eleventh Annual Automobile Show, Hotel Drake.
31-Feb. 6—Chicago, Ill. National Auto Show.

FEBRUARY

2-6—Denver, Colo. Denver Automobile Dealers' Association, annual show.
9—Springfield, Ill. Illinois Automotive Trade Association, annual convention.
6-13—Providence, R. I. Rhode Island Automobile Dealers' Association, annual automobile show.
6-13—Minneapolis, Minn. Minneapolis Automobile Trade Association, Northwest automobile show.

Financial News of the Automotive Industry

Rubber Ring to Be Ready Jan. 1

Trading on New Exchange Expected to Commence Then

NEW YORK, Dec. 7.—With the appointment of a committee of twelve by the board of managers of the New York Cocoa Exchange to confer with interests in the rubber trade regarding final arrangements for trading in rubber and futures on the floor of this exchange, indications are that actual operations will begin within a very short time.

Some opposition to the Cocoa Exchange plan has developed on the part of rubber interests who are of the opinion that the rubber trade should set up its own independent exchange, but the sponsors of the Cocoa Exchange proposition declare that their plan is assured of adoption.

The committee of twelve named by the Cocoa Exchange is headed by Frank E. Childs as chairman. It has drafted a letter explaining the plan under which rubber trading on the floor of the Cocoa Exchange will be conducted. Applications already received indicate that the membership limit will be reached shortly, it was said today.

Cablegrams received from prominent rubber interests in Europe reflect the widespread attention attracted by the movement to establish a rubber exchange in New York city. Applications for membership already have been received from abroad. These will be acted upon as soon as the membership of the Exchange approves the plan to combine the trading in rubber and cocoa. Except for the addition of another ring trading in rubber will not entail any radical change in the machinery of the Exchange. The Committee on Rubber, it is said, is hopeful that actual trading will be inaugurated by January 1.

MURRAY OHIO CO. ON SOUND BASIS

CLEVELAND, Dec. 7.—The Murray Ohio Manufacturing Company, Cleveland manufacturer of automobile fenders, will be in no way affected by the temporary receivership of the Murray Body Corporation, before Federal Judge Simons of Detroit, officials here said today.

The body concern was formed last year by the merger of several Cleveland concerns, including the Widman Body Company, the C. R. Wilson Body Company and the Towson Body Company. It is also affiliated with the J. W. Murray Manufacturing Company of Detroit, which is represented in this state by the Murray Ohio Manufacturing Company, and which guarantees dividends on the preferred stock of the Ohio company.

Clarence W. Hannon, general manager of the local concern, said that the Ohio corporation, in addition to being distinct from the Murray Body Company, would soon be separate from the J. W. Murray Company. He pointed out the local company is offering to stockholders 40,000 shares of 8 per cent. preferred stock, the proceeds of which would pay off advances during the last few years by the J. W. Murray Company and provide working capital. He said the local concern was in splendid financial condition, showing a credit ratio of 2 1/2 to 1.

RANGE OF AUTOMOTIVE STOCKS

NEW YORK STOCK EXCHANGE

Previous, 1925			Sales						Net		
High	Low	Div.	High	Low	Close	Change	High	Low	Close	Change	
20	13	3	Advance Rumely	1,100	18 1/2	17 1/2	18 1/2	+ 1	1,100	18 1/2	+ 1
62 1/2	47	3	Advance Rumely pf.	1,400	58 1/2	57 1/2	58 1/2	+ 1 1/2	1,400	58 1/2	+ 1 1/2
15 1/2	9 1/2		Ajax Rubber	15,700	10 1/2	9 1/2	10 1/2	+ 1	15,700	10 1/2	+ 1
95	71 1/2	6	Allis-Chalmers	5,800	91 1/2	87 1/2	90	+ 1 1/2	5,800	91 1/2	+ 1 1/2
108 1/2	103 1/2	7	Allis-Chalmers	700	108	108	108	+ 1	700	108	+ 1
54 1/2	26 1/2		Am. Bosch Magneto	11,500	32 1/2	31	31 1/2	+ 1/2	11,500	32 1/2	+ 1/2
20	11 1/2	1	Am. La France	14,300	16	14 1/2	15 1/2	+ 1/2	14,300	16	+ 1/2
44 1/2	21 1/2	1,50	Briggs Mfg. Co.	9,100	33 1/2	31 1/2	31 1/2	+ 1/2	9,100	33 1/2	+ 1/2
52	27 1/2	3	Chandler Motor	75,900	59 1/2	43	48 1/2	+ 4 1/2	75,900	59 1/2	+ 4 1/2
25 1/2	18 1/2		Chrysler Corp.	84,400	205 1/2	185 1/2	205 1/2	+ 12 1/2	84,400	205 1/2	+ 12 1/2
11 1/2	100 1/2	8	Continental Motors	7,800	198 1/2	196	196	+ 1/2	7,800	198 1/2	+ 1/2
15 1/2	8 1/2	80	Curtiss Corp.	13,500	100 1/2	11 1/2	11 1/2	+ 1/2	13,500	100 1/2	+ 1/2
28 1/2	21 1/2		Dodge Bros. A	99,100	42 1/2	39 1/2	42	+ 1 1/2	99,100	42 1/2	+ 1 1/2
91 1/2	73 1/2	2	Dodge Bros. pf.	8,700	87 1/2	85 1/2	87 1/2	+ 1/2	8,700	87 1/2	+ 1/2
30 1/2	10 1/2	2	Eaton Axle & Spring	5,200	30 1/2	29 1/2	29 1/2	+ 1/2	5,200	30 1/2	+ 1/2
80	60 1/2	4	Electric Star. Battery	22,500	80	75 1/2	79 1/2	+ 1/2	22,500	80	+ 1/2
5 1/2	1 1/2		Emerson-Brant	3,300	4 1/2	3 1/2	3 1/2	+ 1/2	3,300	4 1/2	+ 1/2
26 1/2	8		Goodrich	9,900	26 1/2	23	24 1/2	+ 2 1/2	9,900	26 1/2	+ 2 1/2
125	60 1/2	5	Goodrich pf.	25,500	98	93	99	+ 1/2	25,500	98	+ 1/2
28 1/2	10 1/2		Fisk Rubber	93,700	24 1/2	21 1/2	23	+ 1	93,700	24 1/2	+ 1
116 1/2	75 1/2	7	Fisk Rubber 1st pf.	6,400	112 1/2	108 1/2	110 1/2	+ 2 1/2	6,400	112 1/2	+ 2 1/2
39 1/2	28 1/2	3 1/2	Gabriel Snubber	3,400	27 1/2	37	37 1/2	+ 1/2	3,400	27 1/2	+ 1/2
16 1/2	4 1/2		Gardner Motors	1,800	7 1/2	6 1/2	6 1/2	+ 1/2	1,800	7 1/2	+ 1/2
149 1/2	64 1/2	12	General Motors	185,800	118 1/2	112 1/2	118	+ 2 1/2	185,800	118 1/2	+ 2 1/2
14 1/2	10 1/2	7	General Motors deb.	2,100	114 1/2	112 1/2	112 1/2	+ 1/2	2,100	114 1/2	+ 1/2
74 1/2	36 1/2	4	Goodrich	10,800	67 1/2	63 1/2	65	+ 1/2	10,800	67 1/2	+ 1/2
92	7		Goodrich pf.	100	100	100	100	+ 1	100	100	+ 1
114 1/2	86 1/2	7	Goodyear T. & R. pf.	2,000	180 1/2	105 1/2	107	+ 1 1/2	2,000	180 1/2	+ 1 1/2
183 1/2	13 1/2	8	Goodyear T. & R. pf.	700	108 1/2	107	107	+ 1	700	108 1/2	+ 1
49 1/2	30	3 1/2	Hayes Wheel	3,700	44 1/2	43 1/2	44 1/2	+ 1/2	3,700	44 1/2	+ 1/2
21 1/2	33 1/2	3	Hudson Motor Car	104,400	104 1/2	96 1/2	103 1/2	+ 3	104,400	104 1/2	+ 3
31	18	1	Hupp Motor Car	28,300	26 1/2	26 1/2	26 1/2	+ 1/2	28,300	26 1/2	+ 1/2
14	13	50	Indian Motorcycle	400	21	20 1/2	20 1/2	+ 1/2	400	21	+ 1/2
20	12	2 1/2	Interstate	3,000	44 1/2	43	44	+ 1/2	3,000	44 1/2	+ 1/2
65	25 1/2	3	Jordan Motor Car	9,800	86 1/2	85 1/2	87 1/2	+ 1/2	9,800	86 1/2	+ 1/2
21 1/2	12 1/2		Kelly-Springfield	4,800	17	15 1/2	16 1/2	+ 1	4,800	17	+ 1
72	43		Kelly-Springfield 6s pf.	200	66	66	66	+ 1	200	66	+ 1
41			Kelly-Springfield 8s pf.	1,400	66	66	66	+ 1	1,400	66	+ 1
114 1/2	87	6	Kelpey Wheel	300	197	105 1/2	105 1/2	+ 2 1/2	300	197	+ 2 1/2
19	11 1/2	1 1/2	Keystone T. & R.	2,500	2 1/2	2 1/2	2 1/2	+ 1/2	2,500	2 1/2	+ 1/2
24 1/2	11 1/2	6	Lee Rubber & Tire	1,500	14 1/2	14	14	+ 1	1,500	14 1/2	+ 1
113	104	7	Mack Trucks	48,300	217 1/2	209	216 1/2	+ 1 1/2	48,300	217 1/2	+ 1 1/2
106 1/2	99	7	Mack Trucks 1st pf.	300	110 1/2	110 1/2	110 1/2	+ 1/2	300	110 1/2	+ 1/2
32 1/2	10 1/2	1	Marlin Rockwell	550	106 1/2	105 1/2	105 1/2	+ 1	550	106 1/2	+ 1
42	22 1/2	3	Moon Motors	6,000	29 1/2	29	29 1/2	+ 1/2	6,000	29 1/2	+ 1/2
44 1/2	40	3 1/2	Motometer A	12,500	36 1/2	33 1/2	36 1/2	+ 1 1/2	12,500	36 1/2	+ 1 1/2
35	18	2 1/2	Motor Wheel Corp.	5,900	31 1/2	20 1/2	31 1/2	+ 1 1/2	5,900	31 1/2	+ 1 1/2
21 1/2	13		Mullins Body	5,500	19 1/2	16	19	+ 3	5,500	19 1/2	+ 3
42 1/2	5 1/2		Murray Body	83,300	17	6 1/2	7 1/2	+ 10	83,300	17	+ 10
48 1/2	3 1/2		Nash Motors	500	458	440 1/2	456 1/2	+ 21 1/2	500	458	+ 21 1/2
107	10 1/2		Nash Motors pf.	100	105 1/2	105 1/2	105 1/2	+ 1	100	105 1/2	+ 1
48 1/2	15	2	Packard Motor Car	20,300	39 1/2	37 1/2	39 1/2	+ 1	20,300	39 1/2	+ 1
147	96	10	Paige-Detroit Motor	14,200	25 1/2	24 1/2	25 1/2	+ 1	14,200	25 1/2	+ 1
47 1/2	10 1/2		Pierce-Arrow	32,300	37 1/2	34 1/2	36 1/2	+ 1	32,300	37 1/2	+ 1
109	43		Pierce-Arrow pf.	3,700	92 1/2	89	91 1/2	+ 1 1/2	3,700	92 1/2	+ 1 1/2
36 1/2	15 1/2		Reynolds Mfg.	3,300	50 1/2	49 1/2	50 1/2	+ 1	3,300	50 1/2	+ 1
85	55	6	Stewart-Warner Speed	58,400	85	74 1/2	85 1/2	+ 1 1/2	58,400	85	+ 1 1/2
89 1/2	61		Stromberg Carburetor	2,300	79	73	78	+ 1 1/2	2,300	79	+ 1 1/2
56 1/2	41 1/2		Studebaker Co.	55,500	56 1/2	55 1/2	56 1/2	+ 1 1/2	55,500	56 1/2	+ 1 1/2
59 1/2	27 1/2	4	Timken Roller Bear.	6,200	6						

Accessory Dealers Hope to Cash In on Xmas Trade

BUFFALO, N. Y., Dec. 7.—Accessory dealers of the city are preparing to cash in on Christmas trade. "Make this an Automotive Christmas" is their slogan.

A few years ago accessory dealers did not think of Christmas as offering a sales opportunity at all. To them there was nothing of the holiday flavor in such prosaic things as horns, wrenches and radiator caps.

But a few ingenious and daring souls tried out the idea of selling automotive accessories for Christmas gifts, and it went over well enough to encourage the less venturesome dealers.

This year practically every store in town will have its special displays and advertising of accessories suitable for gifts.

One local supply house, the United Accessories Corporation, is putting out a Christmas assortment that will encourage the retailer to foster the Christmas idea with his trade.

The assortment consists of a horn, heater, set of Crescent tools, clock, radiator cap, robe, motometer and a few other articles, all specially boxed and wrapped with holly paper and tied with holly ribbon.

Each retailer who purchases one of these assortments is given sufficient holly paper for a window display, a supply of fancy twine, some Christmas boxes and other articles intended to make it easy for him to get in on the Christmas trade.

The idea of the assortment is simply to get the dealer started thinking along the right lines. It is expected that he will, by properly displaying and advertising his goods at this time, sell many times the one article of each kind included in the combination. These he will take out of his stock, but once he has established the point that Christmas decorations will help sell even automotive accessories, he will go far in this direction all by himself.

Cigar lighters, window cleaners, ash and cigarette holders, name plates, symbolic pieces or insignia representing cities and localities, pennants and many other miscellaneous articles can be included in the category of acceptable Christmas gifts by the dealer who is alive to opportunity.

One source of stimulating Christmas buying that is not being overlooked by the retailers here is the advertising literature put out by manufacturers.

One manufacturer of a product sold largely through the automobile accessory store who has for some time past been putting his products up in special Christmas gift boxes—around this time of the year has just recently brought out a set of gift cards to go with each box.

These cards express the gift thought in a light and yet appropriate spirit and are illustrated in the red and green colors that distinguish the Christmas holidays.

The purchaser can select a gift card that will exactly fit the person to whom the gift is to be made and send it along with his present.

Urging Building Line Change for Factory

NEW BRITAIN, Dec. 7.—Because a large factory building now being erected for the Fafnir Bearings Company was found to be over the building line, and building inspectors feared that the structure would have to be torn down before it was finished at an enormous loss to the factory or the contractor, a recommendation has been presented to the city council to change the building line in that vicinity. It is thought that no opposition will develop to the proposed change.

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POTSDAMER PLATZ IN BERLIN. A traffic tower similar to those seen in New York city, regulates Berlin's famous traffic center. In the background is seen a department store building which is considered an architectural masterpiece.



New Auto Tipping Rack on Market

BIRMINGHAM, Dec. 7.—The Auto Tip-It Rack Company has recently placed on the market a mechanically operated automobile tipping, conveying and service rack. This rack is so designed as to accommodate all makes of cars.

In operation the car is driven on the rack on the level; steel blocks are placed behind the rear wheels of the car to hold it in position, and, by means of a one-horsepower General Electric motor, the car is tilted and held at a 40-degree angle.

This places the car in such a position that all parts are at a sufficient height to make work on them easy, it is claimed. Draining of the crank case is thus simplified and the various repair parts on the under side of the car are made readily accessible.

The rack can be used on any surface, no special installation work or pits being necessary, officials claim.

PRESTONE NAME OF NEW ANTI-FREEZE

NEW YORK, Dec. 7.—Carbide and Carbon Chemicals Corporation, a unit of the Union Carbide and Carbon Corporation, has developed a new anti-freeze compound which is being manufactured in commercial quantities and marketed under the name of Prestone.

ADD YELLOW CABS

DANBURY, Conn., Dec. 7.—The Danbury & Bethel Street Railway Company, in extending its motor bus service, which has replaced some of the company's branch trolley lines, has placed an order with the National Railway Appliance Company for two Yellow Cab buses, each of twenty-two passenger capacity.

New Accessories

MOTO-GLO



The Irving Florman Company, 153 Lafayette St., New York, is manufacturing Moto Glo, a luminous owl which can be attached to any size motometer. The brilliantly colored eyes and side windows light up when the switch of the car is turned on.

It is made in two sizes. The large size fits on the De Luxe Standard and Universal motometers and the small size fits on the Ford or Midget size motometer.

Moto Glo comes equipped with socket, bulb, cable and extra long screws.

Large size—\$3.50.

Small size—\$3.

PEPCO METAL VISOR



Made entirely of metal, the Peaco Metal Visor, a new product of the Pennsylvania Piston Ring Company, Cleveland, Ohio, is guaranteed rust-proof. It is built of aluminum and other metal that is proof against rust, and is made of sufficient strength to bear any excessive strain from wind, rain or snow.

Aluminum parts are highly polished and the upper side of the body is made to simulate cloth so as to match the top of the car.

It is readily attached by loosening the two screws near the ball joint, spreading the arms so that the clips will fit around the windshield post, and tightening the two bolts and side screws.

The ball joint, which is a feature, enables the adjustment of the visor to any angle in a few seconds.

Rain gutter adds to the appearance and protects the windshield from rain.

One model, in two lengths, fits all cars, either open or closed.

Favors Deferred Payment Plan if Owner Is Good Risk

NEW YORK, Dec. 7.—The car owner—if a good financial risk—is entitled to the use of his car even though he hasn't enough ready cash to pay for repairs. Such is the opinion of E. C. Wallin, assistant service manager of Paige-Detroit Service, Inc., of 529 West 55th St. Particularly is this true in cases where the repairs are of a costly nature, he declares.

Mr. Wallin described the method in use by his concern whereby the owner may have his car repaired and yet do so without paying out the entire amount upon delivery.

A car owner brings in a car for servicing and is told what the charge will be. This charge is based upon the flat rate system. After learning the cost the owner may show some reluctance to have the car fixed, and if he does so, the company broaches to him the idea of time payment. Where the bill might otherwise seem prohibitive, the owner frequently is won over to having the car serviced and payment made in installments.

A finance company handles all the details incidental to this plan. All it requires is that the service company have the customer sign out and sign a printed form and collect 25 per cent. of the bill upon delivery of the car. This 25 per cent. means 25 per cent. of the total of service charge plus financing charge. Work is not to be started upon the car, however, until after the finance company has notified the service company that the customer's financial status is good.

The finance company, upon receipt of the printed form, looks up the references given by the customer and, by telephone, notifies the service company. In cases where quick action is desired, they allow the latter to telephone in their data, and thus expedite matters. For their services they charge 12 per cent. of the face of the bill on amounts up to \$300 and 10 per cent. on amounts over this sum.

When the customer gets his car back upon payment of 25 per cent. of the total bill he signs a note for the balance of the money to the order of the service company. This note calls for three payments (sometimes four) at intervals of thirty days. The service company endorses the note over to the finance company without recourse, and is thus relieved of all liability in connection with it.

The finance company takes care of all collections, and to further relieve the service company of details, it makes out the note and sends it, together with the check for the balance of service charges, to the latter company upon receiving notice from it that the car is ready for delivery. The only thing this company then has to do is to have the customer sign the note and give him the car. Thus it receives full payment for repairs before the car leaves the shop. It also sends with the customer's note, a copy of the bill against him, receipted, stamped "Accepted" and signed by him. This ends the company's responsibility.

Mr. Wallin says that this plan is working out very well and that because of it the Paige-Detroit people are often able to get big jobs which would otherwise be lost to them. That the manufacturers themselves are in favor of it may best be judged by the fact that the Paige-Jewett Radiator, a bulletin devoted to the interests of their dealers and salesmen, recently had an article wherein it said that the scheme outlined above was a blow at the used car problem.

GENERAL SALES MANAGER

BUFFALO, N. Y., Dec. 7.—Burt G. Close, former president of Berry & Close, Inc., Philadelphia, has been appointed general sales manager of King Quality Products, Inc., Buffalo.

Dependable power for every purpose is a Continental actuality and a proven fact, not only for today but in the years to come—the best possible guarantee of perfect power plant performance.

Continental Motors Corporation

Offices: Detroit, Mich., U. S. A.

Factories: Detroit and Muskegon

The Largest Exclusive Motor Manufacturer in the World

N. Y. Dealers Divided on Perpetual Inventory Plan

NEW YORK, Dec. 7.—Opinion is divided among New York accessory dealers as to the advisability of the perpetual inventory. Of those interviewed which were not chain stores, practice divided itself equally.

Of two large chain concerns, one declared that the perpetual inventory plan works well, and the other that it is impracticable for them.

All those interviewed have found that nationally advertised goods sell best. Seasonable windows were advocated by all. Only one of five representative concerns interviewed felt that radio supplies did not belong logically as part of the stock of an auto accessory business. Only one out of the five was not carrying radio supplies.

Accessory dealers, judging by the opinion and practice of those interviewed, tend to depend more upon window displays and personal contact than local advertising to build their trade. The eyes of customers, it was thought, are caught more readily by what is seen in the windows, in the matter of accessories, than in other lines of automobile merchandise.

B. J. Goldberg, president of the Mandisco Service Corporation, 246 West 56th St., says that his company turns its stock eight times a year. The company uses a perpetual inventory plan, and finds that it works well. Nationally advertised goods, he says, sell best. His company does not do local advertising, but depends upon building business by word of mouth. It does not circularize. It does not handle radio supplies, because it has all the work it can do without. However, Mr. Goldberg thinks the radio addition is a good scheme and produces business.

"A perpetual inventory is impossible in the accessory line of business," thinks James Martin of James Martin Auto Supplies, 134 West 52d St. He turns stock over, he says, seven times a year.

He handles only nationally advertised goods. "Others," he says, "are no good to sell, even though they may be better." He therefore ties up all advertising with the national advertising circulars sent by manufacturers as well as his own. The latter he sends inclosed with monthly statements.

Seasonable windows undoubtedly stimulate sales, he says. He makes a point of displaying nickel in his windows, because it draws attention. This is a regular policy.

He believes that an accessory company can to big advantage handle radio supplies, but that it should have a separate department for them. First, because the cabinet work would be injured by fumes from batteries, and, second, because special display space is important.

Harry Meyer, president and treasurer of the Langton & Backer Auto Supply Company, 301 West 57th St., does not keep a perpetual inventory, for the reason that it would take too much of his time.

"I do my own buying, selling and bookkeeping," he says, "and even by using Sundays I could not handle the perpetual inventory."

Mr. Meyer is sure that nationally advertised goods sell easier than equally good stuff not so advertised.

"If a product is not advertised, it dies," says Mr. Meyer.

He does not do local advertising, but depends upon personal contact with customers to build his business. He regularly attends entertainments of chauffeurs' organizations, the Automotive Engineers, the Anchor Club, the Swedish Club, the Protestant Chauffeurs (the colored chauffeurs), and there gets into contact with the people who bring him business.

Mr. Meyer does not handle radio supplies directly, but has a contact with radio companies by which he places some business in sets, not supplies.

Mr. Meyer believes there is an opening in New York for a big accessory store on 5th Avenue, which should cater to the comfort of the customer, have a

Shop Equipment

WRENCH SET



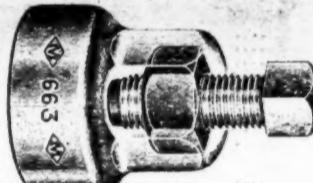
Walden-Worcester, Inc., Worcester, Mass., has added to its line a new interchangeable service wrench set, known as No. 28. It is said to be capable of servicing all cars and is particularly adapted for the requirements of general garages and repair shops.

All parts and sockets are interchangeable with each other and are packed in a steel tool box. The set contains:

A long shank speed wrench, a short shank speed wrench, long shank tee handle, short shank tee handle, back spin reversible ratchet, combination tee and offset, plug connector, extension bar, socket connector, offset handle, universal joint and ten chrome nickel steel hexagonal sockets ranging from 7-16 to 7-8 inch in size.

Price, complete, \$15.00.

WHEEL PULLER



A new wheel puller has been put on the market by Frank Mossberg Company, Attleboro, Mass. It is called the copper jacket wheel puller and is finished in burnished copper.

It has a tapered thread which is said to make each thread a lock of its own and to prevent injury to the hub of the wheel. The floating type plunger action allows for a direct thrust on the axle.

Construction is of extra heavy steel with a three-quarters inch thrust bolt. Height is 3 1/2 inches. Three models are made—No. 663 for Ford cars, No. 667 for Dodge, and No. 668 for Overland. Price, \$1.25.

LAST HORSES IN CITY SERVICE ARE RETIRED

CLEVELAND, Dec. 7.—The last horses in the service of the city were retired today in favor of motor trucks, according to announcement by City Utilities Director Howell L. Wright.

Years ago trucks replaced horse-drawn vehicles in the Fire, Police and Service departments, where hundreds of horses were formerly used, but the city had retained two horse-drawn garbage trucks in the Utilities Department employed as "trouble wagons." Now these are to be replaced by White trucks.

Luxurious display space, and particularly look after its women customers with special rooms and comforts.

"I should like to open such a place," he says. "There is nothing like it here now. What I have in mind is similar to what the Auto Supply Company, the pioneer in the business in New York, used to offer at 59th Street and Broadway, in the days when Helen Gould and other women equally prominent used to come there."

Morse Chain Co. Output at Peak

NEW YORK, Dec. 7.—During the last few months production at both the Detroit and Ithaca plants of the Morse Chain Company has reached the peak.

At the sprocket plant, located in Detroit, the average monthly production is running from 175,000 to 200,000 sprockets.

Chains are coming from the Ithaca plant at the rate of over 5,000 a day.

REPORTS ACTIVE SALES OF MCKINNON VISORS

Buffalo, N. Y., Dec. 7.—Sales of visors which are used as original equipment by a number of automobile manufacturers, including Lincoln, Hudson, Franklin, Studebaker and Willys-Overland, are quiet active at this time according to William Breckinridge, sales manager of the McKinnon Dash Company, makers of the McKinnon visor.

There is also considerable activity in the McKinnon radiator line, replacement radiators sold through the jobbing trade.

Other accessories, such as folding chairs and tire carriers, are as usual quiet at this season.

Foundry Production for Auto Mfrs. Off Slightly

CLEVELAND, O., Dec. 7.—A slight "tapering off" in foundry production for automobile manufacturers in the Cleveland area was reported today by Arthur J. Tuscan, secretary-manager of the Ohio State Foundryman's Association.

Generally speaking, the foundries in the Cleveland district "are pretty well occupied," Tuscan explained. "There is a lot of production, but prices are not what they ought to be. Prices have been strengthening only in the last month or six weeks. As the plants are gradually getting busier they are forced to ask higher prices."

"Of course, I do not believe prices are going sky-high," he continued, "but there is bound to be some stiffening. Pig iron prices are almost certain as production demands increase."

"As far as production is concerned, our members are still doing a good business with the local automobile plants and production is far better than at the same period in recent years, but it is true that production has slowed down for the last six weeks. An upturn again is expected soon after the first of the year when local automobile plants are likely to go on an increased production basis."

PEORIA RADIO SHOW

PEORIA, Ill., Dec. 7.—Public interest swung to radios in this field last week with the fourth annual radio show under auspices of the Peoria Star in the upper floor of the Star building. It was labeled the Peoria radio retailers' show and many auto accessory shops exhibited.

NEW HEADQUARTERS

SIOUX CITY, Ia., Dec. 7.—The Vacuum Oil Company has established new district headquarters in the fourth floor of the Commerce Building with a staff of forty persons. E. H. Brandt of Chicago is in charge of the district, which will include Western Iowa, South Dakota and Southwestern Minnesota.

Write Toledo for Dealer Franchise Details.

"The first day of June we were checking up on our sales from January 1, 1925, to June 1, 1925. We find that our gross volume of new car sales for this period amounts to \$268,913.69. For the same period last year our volume was only \$125,052.03. We find that the landslide predicted for Willys-Overland this year has certainly hit us in Cedar Rapids with this larger increase in sales. The largest increase in any one model was in the Model 91 Sedan. It shows a 300% increase in this period. Very truly yours, Overland Wagner Co., Cedar Rapids, Iowa".

Out Cedar Rapids way business certainly is humming . . . read how in 5 months, one Willys-Overland merchant showed an increase of better than \$140,000

WILLYS-OVERLAND
fine motor cars

Willys-Overland, Inc., Toledo, Ohio

Willys-Overland Sales Co. Ltd., Toronto, Canada

Light Trucks Lead 1925 Sales Around Montreal

MONTREAL, Dec. 7.—During the past summer the increased uses for automobile buses has been noticeable while that of trucks has shown a steady improvement, although there has been no great demand for the latter over the past year, says L. M. Hart, managing director of the White Company.

Hart does think, however, that the year 1925 will be an exceedingly good one, for old equipment is wearing out and purchasers must come in the market for replacements. Then, too, the normal growth in the use of trucks in Montreal and vicinity, as well as throughout Canada, is exceedingly satisfactory.

The tendency is more and more for the lighter truck, due in great measure, to the Quebec province highway laws, which prohibit a greater tonnage than 12,000 pounds outside cities and towns, and 24,000 pounds over all in cities.

Hart reports business steady throughout the year—spring buying for summer use and fall buying more for replacements. The last year has been, however, the best with the White Company, added Hart.

As to truck equipment, there may be said to be no new labor devices, this branch of manufacture being in the main pretty well standardized. So far as White trucks are concerned in the Province of Quebec, the pneumatic tires may be said to be almost exclusively used, the Quebec law cutting down the mileage on solid tires to ten miles an hour, while allowing fifteen miles to the pneumatics.

There is a noticeable tendency toward the users of the Ford light trucks to go from the 1½ and 1-ton truck back to the 2-ton which, a few years ago, had a remarkable sale in this vicinity, says D. M. Delaval, of the Generous Motor Company, Ltd. While the trade in general in trucks is entering on the dull season—the spring being best in this particular line—still, there is a steady trade for renewals of parts and replacements in general.

Moreover, the low price on the present standard Ford 2-ton truck and the ease of operation have made this type extremely popular with both the small and large business house which are not as a rule operators of the larger vehicle. Delaval predicts an increasing demand for the light truck next season.

Leslie M. Pierson, district manager for the Gotfredson Truck Corporation, Ltd., reports business fair in excess of last year, although this firm has, since coming into the Quebec field, enjoyed a very lucrative trade. Pierson also notes a distinct tendency toward the use of lighter trucks of the six-wheel type with pneumatic tires, the solid tire gradually being replaced by the former. The Gotfredson corporation, being an active seller of motor buses, reports a greatly increased use for these, their sales this year being 100 per cent. over those of 1924.

The variety in tonnage in the makes of the International Harvester Company, taken in connection with the increased demand generally, has enabled them to do an excellent business during the past year; their sales in October of this year being much better than those of the previous month. This was in the face of the usual seasonal falling off that prevails at this time of the year.

A. W. Quinn, district manager of the company, reports that the demand this summer has been particularly noticeable for their one-ton trucks among the smaller business concerns of the city, giving as a reason for this inclination that many buyers are of the smaller business houses, and at the start can afford only a lighter and cheaper vehicle.

Holland Proves Tractors' Value

Amsterdam, Holland, Dec. 7 (By U. T. P. S.)—Experiments have been made recently at the University of Agriculture, Wageningen, to test the relative value of horse and tractor plowing, and such tests while tending to prove conclusions already drawn in America, will go far toward convincing Dutch farmers about the relative value of the two means of plowing.

Incidentally, the Friesche Maatschappij van Lanbouw Frisian Agricultural Society, one of the largest farmer unions of the Netherlands, has just published the results of an inquiry into the question of which is more profitable to the farmer, horse or motor traction. The following conclusions were arrived at:

The price of a 1-ton Ford truck, including spare tires and accessories, is 1,000 florins. Annual insurance costs, taxes, interest on investment, depreciation and repairs are 630 florins. Costs per kilometer or some more than half a mile, are calculated at 7.6 Dutch cents, so at that rate the average truck running 5,000 kilometers per annum represents an average working cost of 1,010 florin.

As compared to this the average annual cost of a horse are reported to be 500 florins per year, and where the farmer has use only for one horse the society recommends he keep his animal if his farm is cultivated to 100 per cent. as is frequently the case in this intensively farmed country.

On the other hand, where he employs two horses, the society recommends the use of a tractor and says the more horses the farmer is using the more profitable the substitution of a tractor will be for him. The report adds that the tractor is especially desirable where long journeys must be made by horse power.

Checker Cabs Burn In Blaze at Boston

Boston, Dec. 7 (U. T. P. S.)—Thirty taxicabs were destroyed in a fire that swept the garage of the Checker Taxi Company here Thursday, causing a total damage of \$50,000. The fire spread from the cellar to the first floor of the building.

State and city police are investigating the cause of the blaze. Fire department officials reported that there was no indication of defective wiring or heating.

At present the Checker company is using non-union operators, replacing 400 of their regular men who went out on strike about three weeks ago for the second time in three months.

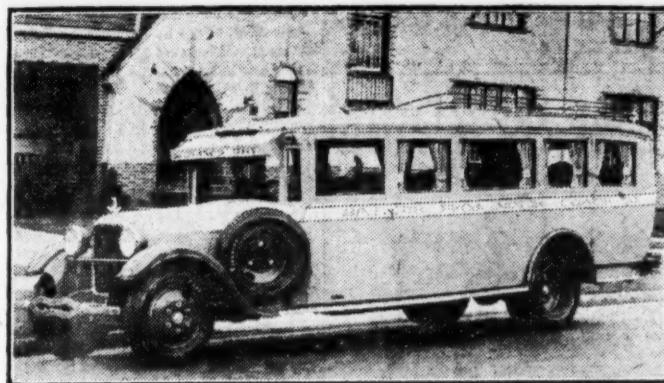
Regarding the fire, Frank Sawyer, president of the Checker Taxi Company, said last night:

"At this time we are unable to state the origin of the blaze. Our service was in no way interrupted, as most of our cabs were in operation on the streets at the time the fire broke out, and our elaborate telephone equipment was untouched."

TRUCK CHASSIS SOLD

Glendale, Cal., Dec. 7.—Sale of five Chevrolet truck chassis to the Bentley Lumber Company has been announced by James V. Hough, Chevrolet dealer for Glendale, Eagle Rock and San Fernando. This is the biggest fleet sale of the new truck made since its introduction in this city.

NEW STUDEBAKER DE LUXE BUS. This shows the first of the 184-inch, twenty-passenger chair car vehicles. It was sold to Balcer Bros. Motor Coach Company, Bay City, Mich., and will be operated between that city, Standish and Tawas. Sale of the bus was completed following its initial showing at the Detroit Bus Show.



Northern Pacific To Cut Off Service

RAILWAYS TEST GASOLINE TRAINS

Duluth, Minn., Dec. 7.—Discontinuance of a railway passenger line serving a portion of Duluth is to take place on January 1 as it is being operated at annual loss of \$16,800, the state railroad and warehouse commission reported today to the Duluth city council.

The Northern Pacific Railway Company now has in operation eight trains running from the Duluth Central station to Fond du Lac, a suburb within the corporate limits, fifteen miles distant from the central business district, and this is the line upon which the railway company has requested permission to discontinue passenger service. It offers to maintain two combination freight and passenger trains each day.

REO SELLS BUS CHASSIS TO ENGLISH COMPANY

New York, Dec. 7.—It is learned here that Harrison-Hasell, Ltd., have just cabled the Reo Motor Car Company, Lansing, Mich., an order for forty-eight Model W bus chassis for delivery at the rate of six a week beginning this week.

This concern has used about 100 Reo Model W chassis prior to this time. It adopted the word "Pullman" as descriptive of the Reo chassis and the latter is known in the British Isles as the "Reo Pullman bus chassis."

Since Reo appeared in England three British manufacturers have also announced their intention of building Pullman bus chassis, according to the Reo company, which declares that one-half of all commercial cars imported into England last year were Reos.

BUS LINE BOUGHT

Huntington, W. Va., Dec. 7.—The Westova Transit Company of this city has purchased the bus line and franchise of the Noah S. Clark Company, operating between Gallipolis and Chesapeake, O. The purchase price was about \$15,000. Clark will continue to operate his bus line between Gallipolis and Swan Creek.

Ross Wilson Joins G. M. Publicity Staff

Fort Madison, Ia., Dec. 7.—Ross Wilson, for two years advertising manager for the W. A. Schaeffer Pen Company here, has resigned, effective December 31, to join the European advertising staff of General Motors. He will have charge of the European advertising and will be located in Paris. The office, however, is not scheduled to open until June 1. Wilson, in the meantime, is familiarizing himself with the General Motor policies and mapping the publicity campaign for the continental office.

NEW BUS LINE

Sumner, Ia., Dec. 7.—A new bus line has been opened from West Union to Waterloo, via Fayette, Randallia, Sumner and Tripoli. Two trips per day each way are scheduled and a stop-over of one and a half hours between buses allowed at terminals.

ADVISES TRUCKS AS R. R. HELPS

Shipping Conditions in U. S. Studied by Illinois Professor

CHICAGO, Dec. 7.—Railway shipping conditions with reference to fast freight and express service have been investigated by C. C. Williams, head of the department of civil engineering of the University of Illinois, and in a paper entitled "Improved Service for Railway Trains," he holds that fast freight methods employed in England could well be applied in this country.

Mr. Williams advises a supplementary store door collection and delivery by railroad trucks as being to be followed if carriers and shippers alike would profit by minimizing time and other losses in handling goods in transit. In this connection, Mr. Williams, in his statement released recently, insists that only in short hauls can highway motor transport compete with the railways. He proceeds as follows: "Likewise passenger traffic is lost to the railroads because of an inferiority of service in minor respects that could be remedied. The lower cost and less fatigue as well as the incomparably greatest safety of railroad travel are all forgotten in the independence, simplicity and flexibility of automobile touring. Compared with the advertising expenditures of the automobile industry, a small amount spent in increasing the attractiveness of railroad-passenger service would do much to recover the passenger traffic, except for short rides, to the railroads."

"With the mounting expenditures for highways, street widening and parking areas the public is coming to a clearer conception of the true cost of highway transport, and as this understanding becomes general, the economic folly of establishing trunk and bus lines to compete with the railways will be better appreciated."

"The highways, in fact, should be supplementary and serve as feeders rather than as competitor of the railroads. In this way they would promote rather than injure the business of the railroads. They should be as valuable in increasing traffic as are connecting rail lines. However, unless local connecting highway facilities are operated by the railroads either directly or through subsidiaries, the local carrier will charge more than a just proportion of the total haulage charge and the desired co-operation will not be secured."

"The railroads should take initiative aggressively in educating the public as to how this economic adjustment can be effected. The extravagant cost of much transportation now carried on the highways and the resulting embarrassment of the railroads constitute economic loss that should be obviated."

SPOKANE MAYOR URGES BUS LINES AT HEARING

Spokane, Wash., Dec. 7.—Mayor C. A. Fleming urged abandoning street car lines in sparsely settled districts of the city and substituting an efficient motor bus service, when the street car company's plea for increase in rates from cents to 10 cents came up at a hearing. M. W. Birkett, vice-president of the street car company, agreed with the mayor that a combination of buses and street cars would work, but no agreement was reached at the hearing.

Various Factors Enter Into Drop in Tire Sales

BOSTON, Dec. 7 (U. T. P. S.)—Tires sold a trifle better last week than for three weeks preceding. The motoring public is slowly realizing that the new high prices on tires of all kinds have come to stay.

A few days of sloppy weather helped a bit causing car owners to discard worn tires for safety's sake.

Day Baker, legislative agent for automotive interests here, was busy all week lining up tire dealers for tonight's centenary dinner and reported that the formation of a "rubber club" in this city strikes the trade favorably, especially at the period of doubt, due to the crude rubber situation.

A canvass of dealers indicates that they believe that an advertising campaign to tell the public facts concerning the rubber situation is the proper step to be taken to bring the sale of new tires back to normal.

Dealers in used tires are selling more merchandise in proportion than distributors of new tires. Truck tires had a better week taken all in all than did other types.

Dealers' stocks are about normal or December. Distributors report that their dealers in Maine are doing better than the usual December business so far this month.

The demand for tires stands about 60 to 70 per cent. for straight cords, with balloons fluctuating between 30 and 40 per cent., depending on the location and class of trade.

The factories here continue at capacity, but this is the manufacturing season for the spring rush.

Spring Dating Issue Has Effect on Sales

Buffalo, Dec. 7.—Tire manufacturers and distributors footed up their November business at the close of the month with more than the usual interest. The big question in the minds of most of them was the effect of the deferment of spring dating on fall sales.

The results, in most cases, showed a considerable decrease in business, as was expected. However, none of the firms interviewed seemed to feel that this new condition had cut into business more than could have been expected, and were fairly well satisfied with results.

One of the larger distributors reports November sales approximately 20 per cent. off compared with last November, although the business will show a nice increase for the year. Balloons are increasing in popularity.

A local manufacturer admits that his sales dropped off approximately 25 per cent. This manufacturer believes the decrease in sales was due not only to the deferment of spring dating, but also to the fact that the consumer has been pretty well loaded up on account of advancing prices.

Another local distributor says November sales fell off at least 25 per cent. below sales of last November. He expects December to be slightly better than November. In the opinion of this distributor the present situation is healthy and the results are going to be good for the whole trade. Only one distributor reported an increased business for November, and in this case the company did

not make an intensive drive for spring dating business last year in November.

Many Dealers Show November Sales Gains

Evansville, Ind., Dec. 7.—With a total of \$137,000 in sales as reported by eight of the ten largest tire distribution agencies of the city, Evansville distributors rounded out a month in what is generally considered to be the slack season of the year with reported gains of from 25 to 200 per cent. in sales over November, 1924. Two other distributors reported sales totals at this time at the same level as for the corresponding month of last year.

Balloon tires, as reported by distributors, hold from 7 to 75 per cent. of total sales. The last week of the past month is said to have shown a marked improvement in sales over the preceding week, a condition that is regarded as good for this season of the year.

With the exception of three dealers, two of whom reported tubes running at about 125 per cent., and another at 40 per cent., compared with tire sales, tubes are reported keeping an even pace with tire demand.

Repair Business Helps To Offset Sales Slump

Grand Rapids, Mich., Dec. 7.—Increased business in the repair departments has in a measure made up for the slump in tire sales reported by Grand Rapids tire dealers for the past week.

The rise in the price of tires is said to be at the bottom of a new thriftiness among both individual and fleet owners of motor vehicles. Tires that might otherwise be cast off or traded in on new ones are being brought into the repair shops and put into condition.

Weather conditions in Michigan this year have had an unusual influence on the tire business, according to Ira N. Spade of the Spade Tire Company, Goodyear dealers.

Rumors of Higher Prices Have Effect

Kansas City, Dec. 7.—Tire sales in Kansas City improved somewhat last week, according to dealers. While sales are slow, this, they say, is seasonal. The general view is that business is near a normal basis. Rumors of another increase in prices have netted some sales, according to dealers.

"Business has been good for the last two weeks," A. W. Daily of the Daily Tire Company, says. "We have been selling a good many new tires and have had a brisk sale on repaired tires. While sales are slow compared with the peak months, they are good for this time of the year."

Hewitt Co. Makes New Type Balloon

Buffalo, N. Y., Dec. 7.—Coincident with the announcement from the Hewitt Rubber Company that B. C. Swinehart of the Roller Cushion Tire Company of Akron is now connected with the former concern comes the announcement of a new tire.

The Hewitt Company is sending a circular letter to the trade giving full details of the new line of flat-tread balloons, nine sizes, both four and six ply, to be manufactured under the name of the Hewitt-Palmer Balloon tire. This is a tire worked out by John F. Palmer, consulting engineer of the Hewitt Company.

The company's announcement says that the Hewitt-Palmer is as great an advance over old-style balloon tires as the cord tires was an advance over tires of fabric construction.

The flat carcass and tread and straight sidewall of the new tire are designed to give greater road contact, better traction power and greater strength. Cupping and angular wear are almost entirely overcome, it is claimed. Sidewall breaks will be less frequent, steering made easier and tread wear lessened.

Testing has been going on for five months on this tire. It is claimed that not one of the test tires has worn out or shown a

British Export 425,000 Tire Covers

LONDON, Dec. 7 (U. T. P. S.)—The British tire industry has considerably improved its export trade during 1925. The number of auto tire covers exported during the first six months of 1925 was 425,000, against a total of 550,000 during the whole of 1924.

NEW RACE RULING

Paris, Dec. 7.—European automobile clubs, contending that former rules against strictly single seated, center steered, racing cars may be one of the reasons why more American cars do not participate in the big European events, it is likely that the official rules for 1927 will admit such cars.

SELECT NEW ROUTE

Paris, Dec. 7.—The yearly race from Paris to Nice, open to small cars, cyclocars and motorcycles, will take on a new aspect for 1926. The time-honored route will be given up, and the contestants will be taken over a rather roundabout course taking them six days, at the rate of about 250 miles per day.

defect, either actual or apparent. Some of the tires have been running 12,000 miles under purposely hard driving conditions, bad roads, crushed stone, high speed, over-load and under-inflation.

Tire Assn. Adopts Shop Price List

Flint, Mich., Dec. 7.—The tire dealers of Flint, Mich., have organized an association which will be known as the Genesee County Tire Dealers' Association. They are doing considerable co-operative advertising and are also doing other things for the benefit of their association, which has a membership of eleven. They have adopted the following price list for shop work:

FOR PUNCTURES

3 1/2 inches	\$0.50
4.5 inches	0.75
5.77 inches	1.00
6 inches	1.50
7 inches truck	2.00
8 inches truck	2.50

FOR VULCANIZING CASINGS FULL SECTION WORK

3 inch	\$3.00
3 1/2 inch	3.50
4 inch	4.00
5 inch	5.00
6 inch	10.00
7 inch	12.50

These price lists are posted in two prominent places in the shop. When a customer asks for work done his attention is called to the lists.

In its Eight and its Six, Hupmobile has gone beyond the expectations of its warmest admirers and produced two of the very greatest performers in their respective fields. It has created the finest selling opportunity in Hupmobile History.

The dealer has the advantage of selling a really fine Six at a low price.

The New Hupmobile



More Plans Announced For Automobile Shows

Portland, Ore., Dec. 7 (U. T. P. S.).—Automobile dealers of Portland are aroused over the vetoing by the Portland Automobile Dealers' Association of the plan to hold an annual automobile show here.

In an executive meeting last week the dealers, by a very close vote, decided not to hold a show. This will be the first time in seventeen years that Portland has not held such an event. In the past few years the Portland show has been regarded as the leading automobile show of the Pacific Northwest, but unless a reconsideration is secured from the association the show this year will undoubtedly go to Seattle.

SHOW DATES ANNOUNCED

Milwaukee, Wis., Dec. 7.—The 1926 Milwaukee Automobile Show will be held in the Auditorium here during the week of January 16 to 23, it has been announced. A show committee, consisting of Leslie D. Flint, chairman; A. J. Roehl, Emil Hokanson, M. E. Newald, Herford White, Jack O'Keefe and Bart J. Ruddle, manager, is now at work on the details.

The drawings for space in the passenger car division will take place during the coming week, and truck exhibitors will be allotted space within the next ten days. Reservations already indicate that there will be a large increase in exhibitors over the record show last year.

COMMITTEES BUSY

Hartford, Conn., Dec. 7.—The show committee of the Hartford Automobile Dealers Association of which Arthur R. Nielsen of the John P. Nielsen & Sons Co., Chrys-

ter distributor, is chairman, is meeting frequently these days to whip the show plans into shape. The decorative scheme, which the committee will not divulge at this time, has been decided upon. The show is to be held the week of February 20 to 27, at the state armory on Broad Street.

SHOW DATES SET

Peoria, Ill., Dec. 7.—The dates for the annual show of cars and accessories by the Peoria Automobile Dealers Association, have been set for February 23 to 28 at the armory. The general committee in charge of the show has been appointed as follows: P. K. Norman, chairman; C. A. Roadstrum, L. E. Graham, Bruce Rutherford, and A. G. Theude. This committee will be assisted by other committees to look after assignments of space, advertising, entertainment, decorations, tickets, and arrangements. Band concerts and dancing will constitute the entertainment to be provided.

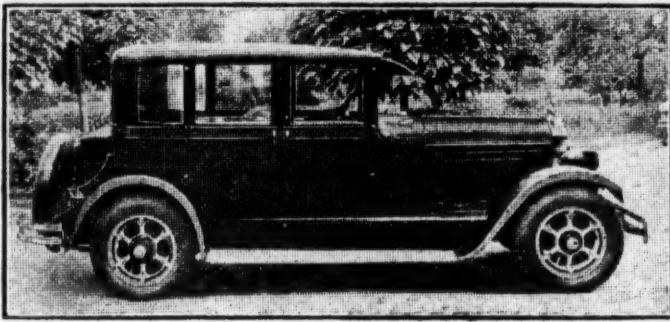
PLAN CONVENTION

Austin, Tex., Dec. 7.—At the quarterly meeting of the Board of Directors of the Texas Automobile Dealers' Association, held in San Antonio, committees were appointed for the association's annual convention to be held in Galveston, May 12 and 13. Many subjects of interest to the automobile business in Texas will be discussed at this meeting.

TO HOLD "PEP" MEETING

Chicago, Dec. 7.—Directors of the Chicago Automobile Trade Association are planning a "pep" meeting to be held on the eve of

ELCAR WITH SMITH EXPANDED WHEELS. Photograph below shows an Ecar equipped with Smith Expanded Wheels as it will be displayed at the New York and Chicago National Shows. The Ecar Motor Company furnishes this wheel on any model for \$50 extra.



the opening of the Chicago automobile show, Friday, January 29. Salesmen who will be assigned to the show by various dealers are to be addressed by authorities on salesmanship.

CANTON REVIVES SHOW

Canton, O., Dec. 7.—Officials of the Canton Automobile Dealers Association announce that the date for the automobile show has been decided as the week of February 21. No show has been held here for several years because of the inability to secure a large enough building.

PLAN AUTO ROW SHOW

Oakland, Cal., Dec. 7.—E. A. Hamlin, recently elected president of the Oakland Motor Car Dealers' Association, tells of a plan being promoted among local dealers to hold a "street" auto show during February.

Owing to the fact that many Oakland motor concerns are branches of San Francisco houses,

it was decreed that the Oakland show be abandoned this year. This leaves the "independent" dealers high and dry and it is they who are trying to promote an auto row show.

The idea behind this latest suggestion is to decorate and light the local auto row for one week. Each dealer will dress up his show rooms for the occasion and furnish whatever he feels he can afford in the way of special attractions.

TO EXHIBIT REPAIR SHOP

Cleveland, Dec. 7.—Ohio motorists will have a chance to see for themselves the scores of operations to which their cars are subjected when they are left in a service station when the annual Cleveland Automobile Show opens January 23.

The exhibit will also include a model repair shop which will be in charge of Herbert Buckman, show manager. Every imaginable repair job will be demonstrated to visitors.

Jordan Operating Close to Capacity

Cleveland, O., Dec. 7.—Excellent business enjoyed by the Jordan Motor Car Company of Cleveland with its new models is reflected in statements issued by Edward S. Jordan, president, when announcement of dividend declarations was made. The regular quarterly dividends of 1 1/4 per cent, on the preferred and 75 cents a share on the common stock were ordered, payable December 30 to stockholders of record December 15. Mr. Jordan said:

"Despite the fact that the factory is turning out about sixty-five cars a day, which is close to capacity, there is not a dealer or distributor in the country who has more than a car each for demonstration or exhibition purposes, and many dealers have no exhibition cars on their floors."

"We have shipped about 350 cars into Jacksonville during the last month. This included two train loads and another shipment of fifteen cars. Despite these heavy shipments there are only four cars today in the hands of dealers and deliverable in the state of Florida."

FORD IN CANADA SETS NEW RECORD FOR SALES

Montreal, Dec. 7.—"There is nothing wrong with the province of Quebec," said J. E. Smith, manager of the Montreal branch of the Ford Motor Company, in announcing that the Montreal plant had passed its previous high water mark in sales.

The former record was established in 1923, when 6,835 cars were sold. This figure was passed, and with a month still to go, the total for the year is expected to be more than 7,200.

CURRENT PRICES OF PASSENGER CAR MODELS

AJAX —6-cyl. 108 W. B.	
5 Touring \$365/5 Sedan 3995	
APPERSON —6-cyl. 120 W. B.	
5 Touring \$1,575/5 Sedan \$2,100	
4 Coupe 2,050/5 Brougham 1,050	
APPERSON —Straight 8-cyl. 130 W. B.	
5 Touring \$1,995/5 Brougham \$2,450	
4 Coupe 2,450/5 Sedan 2,595	
AUBURN —6-cyl. Model 68. 120 W. B.	
6 Touring \$1,395/7 Sedan \$1,990	
6 Roadster 1,495/5 Brougham 1,595	
5 W. Sedan 1,345/5 Sedan 1,795	
AUBURN —8-cyl. 129 W. B.	
6 Roadster 1,975/5 Sedan \$2,350	
5 Touring 1,995/5 W. Sedan 2,490	
5 Brougham 2,250/5 Sedan 2,650	
BUICK —6-cyl. Standard Six. 114% W. B.	
5 Touring \$1,160/5 Sedan 1,295	
2 Roadster 1,125/5 Coach 1,195	
5 W. Sedan 1,125/5 Sedan 1,795	
AUBURN —6-cyl. Model 68. 120 W. B.	
6 Touring \$1,395/7 Sedan \$1,990	
6 Roadster 1,495/5 Brougham 1,595	
5 W. Sedan 1,345/5 Sedan 1,795	
AUBURN —8-cyl. 129 W. B.	
6 Roadster 1,975/5 Sedan \$2,350	
5 Touring 1,995/5 W. Sedan 2,490	
5 Brougham 2,250/5 Sedan 2,650	
BUICK —6-cyl. Master 6. 120 W. B.	
5 Roadster 1,260/5 Coach \$1,395	
5 Touring 1,295/5 Sedan 1,495	
BUICK —6-cyl. 128 W. B.	
4 Roadster 1,495/7 Sedan \$1,995	
5 Touring 1,525/5 Brougham 1,925	
4 Coupe 1,795/5 C. Club 1,795	
CADILLAC —Standard. 132 W. B.	
5 Brougham \$2,995/5 Sedan \$3,195	
4 Victoria 3,095/5 Sedan 3,295	
2 Coupe 3,045/5 Imperial 3,435	
5 Coach 2,995	
CADILLAC —6-cyl. Custom. 158 W. B.	
5 Phaeton \$3,250/5 Suburban \$4,295	
5 Touring 3,250/5 Imperial 4,485	
4 Coupe 4,000/5 Road (122WB) 5,250	
5 Sedan 4,150	
CASE —Model X. 122 W. B.	
7 Touring \$2,225/7 Sedan \$2,975	
CASE —Model J. 122 W. B.	
5 Touring \$1,885/5 Suburban \$2,480	
3 Roadster 1,840/5 Sedan 2,590	
5 Sport 2,160/5 Brougham 2,650	
CASE —Model Y. 132 W. B.	
7 Touring \$2,225/7 Sedan \$2,975	
CHANDLER —128 W. B.	
5 Touring \$1,495/5 Roadster \$1,795	
7 Touring 1,595/5 Sedan 1,490	
5 Brom 1,695/5 Sed. De L. 1,795	
2 Roadster 1,695/7 Sedan 1,895	
CHESLERO —Superior. 103 W. B.	
2 Roadster \$1,225/5 Coach \$695	
5 Touring 625/5 Sedan 775	
2 Coupe 675	
CHRYSLER —6-cyl. 112% W. B.	
5 Touring \$1,395/5 Sedan \$1,695	
6 Coach 1,445/5 Brougham 1,865	
4 Roadster 1,625/5 Royal Coupe. 1,795	
CHRYSLER —4-cyl. 109 W. B.	
5 Touring \$895/5 Coach \$1,045	
5 Touring 995/5 Sedan 1,095	
CLEVELAND —6-cyl. 108% W. B.	
5 Touring \$1,395/5 Sedan \$1,695	
6 Coach 1,445/5 Brougham 1,865	
4 Roadster 1,625/5 Royal Coupe. 1,795	
CHRYSLER —4-cyl. 109 W. B.	
5 Touring \$895/5 Coach \$1,045	
5 Touring 995/5 Sedan 1,095	
CLEVELAND —6-cyl. 108% W. B.	
5 Touring \$1,095/5 Sedan 1,295	
5 Sport 1,245/5 Sport Sedan. 1,625	
5 Coach 1,295/5 Sedan. De L. 1,695	
CUNNINGHAM —6-cyl. 132 W. B.	
4 Touring \$6,150/2 Sport \$7,400	
2 Roadster 6,150/2 Coupe 7,600	
CUNNINGHAM —6-cyl. 142 W. B.	
5 Touring \$6,650/5 Cabriolet \$8,100	
5 Touring 6,650/7 Town Car \$8,100	
5 Limousine 8,100	
DAVIS —6-cyl. Model 90. 115 W. B.	
5 Phaeton \$1,395/5 Sedan \$1,595	
4 Touring 1,495/5 Imp. Sedan 1,795	
4 Roadster 1,495/5 Berline 1,795	
DAVIS —6-cyl. Model 91. 118 W. B.	
5 Phaeton \$1,695/5 Sedan \$1,895	
4 Roadster 1,795/5 Imp. Sedan 2,095	
DIANA —8-cyl. 125% W. B.	
5 Phaeton \$1,895/5 Cabriolet \$2,095	
2 Roadster 1,895/5 Brougham 2,095	
5 Sedan 1,995/5 De L. Sedan 2,195	
DODGE BROS. —1-cyl. 116 W. B.	
5 Touring 575/5 Sedan \$1,045	
5 Spec. Touring 575/5 Spec. Sed. B. 1,145	
2 Roadsters 855/5 Sedan A. 1,195	
2 Spec. R'dsters 955/5 Spec. Sed. A. 1,280	
5 Sedan 1,395/5 De L. Sedan 2,195	
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2	

Threw the Key Away When They Opened Up The First Automotive Department Store!

THE Iowa Auto Market, starting business on "scratch" and building into the only automobile department store in America, with an annual business of three-quarters of a million dollars, has taken a lot of service and enthusiasm. The success story of this concern reads like a fairy godmother tale, but J. J. Trawver, president and general manager of this thrifty enterprise, will tell you that building this business has not been a mere waving of a magic wand or a "wishing" success.

Mr. Trawver details the methods he has used with the co-operation of the different department heads and his helpers. He emphasizes the hard work, keen foresight and endless enthusiasm that has gone to build America's only automobile department store.

Strong on Slogans

Mr. Trawver is strong on slogans. He uses them endlessly in his advertising, in his store and in his conversations. A slogan is to business what a flag is to a nation. It inspires confidence, pride and faith. Salesmen and workmen, working behind a strong slogan are fired with a sort of determination to achieve success.

Several years ago this company eaded its advertising:

WE HAVE THROWN THE KEY
IN THE RIVER"

SO—

"WE NEVER CLOSE"

The Iowa Auto Market worked behind this slogan. They are doing business twenty-four hours a day, 65 days a year, Sundays and holidays included. This constant vigilance and service have been of great help to the motoring public, many of them so employed during the day that nights, Sundays or holidays, were the only hours wherein they might call and purchase parts to have their cars repaired.

Many people have no other time for car inspection with a possible les outlook, so the public has been kindly to this every hour service, and the Iowa Auto Market has made itself in ten years from a shack and a shoestring beginning a business with 400,000 square feet of space, all occupied; and from three men in its employment to thirty-five skilled mechanics—a concern with fifteen distinct departments, each under a skilled manager; from a business starting with a few used cars to its present scope with a representation of 400,000 and a mighty turnover.

Service Only Asset

"When starting this business," Mr. Trawver says, "it was essential to have something to supplant the lack of capital which was at that time a mighty scarce article in our concern."

"Service was the one asset we could command and throughout the years service has been the key word, and so popular has this day and night service become, that now the company averages 100 calls a night and as high as 400 calls on holidays and Sundays. Following the never-close slogan has been a big factor in our success."

"Another slogan we never allow to deteriorate around here, and

one used sincerely in every department, but which applies chiefly to the used car department," Mr. Trawver informs us is:

"Buy them right!"
"FIX THEM RIGHT!"
"Sell them right!"

The Iowa Auto Market are jobbers, distributors, factory representatives, wholesalers and retailers, so in this large scope of business there must be unity in the sales force.

Much attention is given to the personnel of the company, so another slogan is followed:

"THE CUSTOMER IS ALWAYS RIGHT."

Even if he asks for a steering wheel when he really needs a spark plug, he is right about what he thinks he needs, but it is the salesman's duty to prove to him what he really needs and sell it to him



and send him on his way perfectly satisfied.

Customer Never Waits

Another satisfying feature of this store is the fact that there are plenty of clerks to wait upon customers. Mr. Trawver says it's a poor policy not to have sufficient help on the floor.

Here a customer never has to wait for attention, and, whilst each department is strictly under its own classification and management, a certain rivalry exists to see that the opening of the door means Attention!

The whole force radiates a sort of confidence and optimism, and to keep the composure of the customer for the few minutes it is sometimes needful in locating a certain desired article, the store has originated a stunt that helps materially.

At the head of the replacement department, on a counter, the customer finds a large black and gold sign, "Smoke on Us, While We Wait on You." Before this invitation the customer finds an open box of cigarettes, matches and a lighter.

Also the comfort and good will

of the customer are remembered in the splendid radio service in the radio department. Here local games, speeches, programs and music are received, and the entertainments offered are much enjoyed, and, of course, have a bearing on the radio department.

One of the most attractive features of this department store is the display methods used with the

paint, and let the customer take it away with him. This attitude is used in every department of the store.

Mr. Trawver says "Much success is due to the different department heads, because of their enthusiasm, both for their lines and their jobs. Even if it is only a bolt, the salesman shows such confidence in the bolt as to make it

SEIZED AUTO CASE IN SUPREME COURT

Right to Confiscate Cars Of Non-Owners Is To Be Decided

NEW YORK, Dec. 7.—The Supreme Court of the United States is soon to pass upon whether the government can confiscate motor vehicles owned by innocent third parties, according to a bulletin sent out by the National Automobile Chamber of Commerce.

The bulletin gives a resume of the test case to be decided, the title of which is the United States vs. Garth Motor Company. Much interest is being shown in the litigation by the automotive industry and automobile finance companies.

The N. A. C. A. resume of the case follows:

FACTS

One Killian had one motor vehicle in his possession, and it is alleged that he used same for concealing liquor. Claimants, the Garth Motor Company of Birmingham, Ala., had sold the automobile in question on a conditional bill of sale, retaining actual title until the full purchase price might be paid in. At the time of the commencement of this action, and when the United States took possession of the said car, there was \$125 still due on the purchase price of said car. The said claimants had no knowledge, nor had they any cause to suspect that Killian was violating any laws or that he would do so.

History of Case

The Garth Motor Company engaged William S. Pritchard of Birmingham, Ala., as its counsel. The case was first tried in the District Court of the United States for northern Alabama. This court decided in favor of the Garth Motor Company. The United States appealed the case to the Circuit Court of Appeals, which court decided that there was no error. The United States then appealed the case to the Supreme Court of the United States. The case is now on the trial list in said court and should be reached in the near future. Attorney Pritchard has handled the case throughout, as counsel, and has done considerable work and been to considerable expense acting in this capacity. The Garth Motor Company, in the meantime, has been adjudged bankrupt.

Advantage To Be Gained By Supreme Court Decision in Favor of Garth Motor Company

If the Supreme Court decides in favor of the Garth Motor Company, the one point of law that will be definitely decided is: "Whether innocent third parties must forfeit their interest in motor vehicles, as a result of the violation of liquor laws, by some party not the owner or working for the owner."

Comments

The Circuit Court held as follows: "Section 3,450 failed to provide an innocent interest in the thing forfeited, was too severe and therefore provided a less drastic penalty which safeguards such interest, and should be and is superseded by the present national prohibition act."

Dealer Activities

BODY SHOW BY MARMON DEALER IN PHILADELPHIA

Philadelphia, Pa., Dec. 7 (U. T. P. S.)—The Marmon Philadelphia Company, 847 North Broad St., is holding an exhibit of special bodies on Marmon chassis, the display including bodies built by Dietrich of Detroit, Fleetwood of New York and Judkins of Merrimac.

NEW KISSEL DEALER IN NEWARK, N. J.

Newark, N. J., Dec. 7.—A newcomer to Newark's automobile row is the Richardson Motor Car Company, of which V. S. Richardson is president. It has just taken over the local franchise for the Kissel car. Mr. Richardson has been in the automobile industry for the past twenty years. The showroom of the new company is at 596 Broad St.

MARMON CARS ADDED BY GLENDALE DEALER

Glendale, Cal., Dec. 7.—The Croeneweth Motor Sales Company, which opened a dealership here several weeks ago, has just taken over the Marmon for the district.

NEW STAR DEALER OPENS IN IOWA THURSDAY

Ft. Dodge, Ia., Dec. 7.—The Dunlap-Arnold Company, recently organized to handle the Star line in this territory, covering six adjacent counties, will open its new sales and display rooms in the Johnston Hotel building next Thursday, with W. G. Arnold in charge.

CHEVROLET SALES IN NEW HANDS IN HILLSBORO, ORE.

Portland, Ore., Dec. 7.—Purchase of the Chevrolet dealership in the Tualatin Valley has just been announced by the Tualatin Valley Chevrolet Company, through R. S. Wintenberg, manager. This firm succeeds the First Chevrolet Company as dealer in Hillsboro. Mr. Wintenberg recently was connected with the Braly Auto Company, where he was one of its "car-a-week" salesmen.

STAR FACTORY BRANCH FOR SANTA BARBARA

Santa Barbara, Cal., Dec. 7.—A factory branch of the Star Motor Company of California has just been opened at the corner of State and Montecito Streets, in the first automotive building completed since the recent earthquake. Retail sales are under the direction of Harry K. Handiges.

OVERLAND DEALERSHIP IN ARKANSAS SOLD

Arkadelphia, Ark., Dec. 7.—O. L. McElhanon has just purchased the Overland dealership and a garage here from V. L. Massey.

EACH DAY during the National Automobile Shows at New York and Chicago, thousands of retailers, wholesalers and manufacturers will find it possible to keep in touch with the happenings there.

They will do it by reading The Automotive Daily News!

Show news will intensify Reader Interest.

HERE IS REAL "OPPORTUNITY" FOR THE DISCERNING AUTOMOTIVE ADVERTISER!

RADIO LINE ADDED BY SAN ANTONIO DEALERS

San Antonio, Tex., Dec. 7.—The Yantis Motor Company of this city, Ford dealer, has just added a line of radio equipment and will retail sets. This is the first automotive firm in this city to add radio equipment.

YAKIMA DEALER MARKS TENTH ANNIVERSARY

Yakima, Wash., Dec. 7 (U. T. P. S.)—The W. W. Sheane Automobile Company is now celebrating its tenth year of business in the fertile Yakima valley. The company declares business this year has been the best in its history, 342 new and used cars having been sold since January 1. The firm is dealer for Cadillac, Hudson and Essex cars. Mr. Sheane installed the first taxicab service in Yakima and the second public gasoline dispensing station.

CLEVELAND CHRYSLER FIRM HAS BANQUET

Cleveland, O., Dec. 7.—The first annual banquet and dance for the employees of the Walter F. Wright Company, Chrysler representative, has just been held.

Personal Paragraphs

MORRIS MADE MANAGER

Salem, Ore., Dec. 7.—Ralph Morris, formerly with the Salem Automobile Company, local dealer for Moon, Diana and Star cars, has just taken over the management of the Certified Public Motor Car Company here and will assume his new duties on the first of the month.

LEWIS MOTORING IN SOUTH

Danbury, Conn., Dec. 7.—George A. Lewis, local Chevrolet dealer, is taking a month's vacation trip, after the busiest and most successful season he has experienced during the twenty years that he has been in the automobile business here. In company with Mrs. Lewis he is motorizing through the South.

SHERMAN VISITS DETROIT

Duluth, Minn., Dec. 7.—Russell S. Sherman, Dodge dealer here, has just returned from a week's visit to Detroit, where he conferred with sales and production officials at the Dodge plant. Mrs. Sherman, who had been visiting in the East, returned with him.

BUICK MEN GET BUCKS

San Antonio, Tex., Dec. 7.—Automobile men have been well represented among the hunters of San Antonio. Almost daily a buck is brought in. George Mathis, Bailey Peyton and Glenn Hudson of the San Antonio Buick Company brought in a couple of deer the other day. So far Buick men are among the leading hunters this season.

GAUKER AND LEE AT PLANT

Newcastle, Ind., Dec. 7 (U. T. P. S.)—H. C. Gauker and Wilbur Lee of the Gauker Auto Sales Company, have just gone to Pontiac, Mich., on business at the Oakland plant. They will return here with two new Oakland cars.

ROSSEAU IN SALEM POST

Salem, Ore., Dec. 7.—A. J. Rousseau, formerly of the Goodpasture Garage of Eugene, has just accepted a position here as sales manager with the Fred M. Powell Company, local Hudson, Essex and Packard dealer.

FERRIS TRADE BOARD HEAD

Youngstown, O., Dec. 7.—J. Arthur Ferris, well known automobile distributor here, has just been elected president of the local board of trade.

BRUSH MAKES RUN

Santa Monica, Cal., Dec. 7.—Word has just been received from Harrison Brush, local Chevrolet dealer, of his safe arrival at Sojourner, N. M., where he drove to deliver a new Chevrolet to his brother.

Out on the Coast

By John C. Wetmore

Los Angeles, Dec. 7.—California is experiencing a wonderful automobile business year. As the end of 1925 draws near its selling pace is increasing rather than slackening. October's 36 per cent. gain in new passenger car registrations gave the year's total another big boost, until it has now reached 166,949 sales, compared with 150,278 in the first ten months of 1924, a gain of 16,651; or almost exactly 11 per cent., the figures quoted being from Motor Registration News.

The 1924 buying slump carried over into January, February and March of 1925, until at the end of these three months sales were 6,150 behind the preceding year. The trade tide turned in April. From then on losses changed to gains until, at the end of June, corresponding 1924 figures were passed and the trade entered the second half of the year 2,024 registrations to the good. With two months still to go, California has only 6,841 sales to make to reach the entire 1924 total of 173,790. At the present selling rate the 200,000 sales mark will be passed and a total reached less than 25,000 behind the 224,262 new passenger car registrations of 1923, the industry's banner year.

In the first ten months of this year nineteen makes are credited with total sales of more than 1,000 cars, the record of registrations, gains and losses from January 1 to October 31 being:

	Registered	Gained	Per Cent
Ford	38,631	10,674*	21*
Chevrolet	24,315	2,822	13
Dodge	12,629	1,204	10
Essex	11,503	8,536	287
Star	11,050	4,375	65
Euclid	9,808	985	11
Hudson	8,820	5,922	203
Studebaker	8,722	438	5
Nash	4,412	1,819	75
Chrysler	4,383	2,626	149
Overland	3,839	223*	6*
Jewett	3,774	410	12
Willys-Knight	2,686	209	8
Oakland	2,583	761*	33*
Maxwell	2,228	479*	21*
Olds	2,128	5	—
Packard	1,980	616	48
Huppmobile	1,637	171	11
Cadillac	1,428*	55*	3*
<i>Lost.</i>			

It will be noted that but five of these nineteen makes showed losses in the aggregate during the ten months periods. Those of Ford are largely accounted for by deliveries of the new models being held up nearly two months.

Six of the eight "group" makers showed gains in their ten months' total compared with their aggregate registrations in the first ten months of last year, their January 1 to October 31 registration record being:

	Registered	Gained	Per Cent
General Motors	40,962	2,996	7
Hudson-Essex	29,333	14,453	246
Durant Motors	12,209	3,906	47
Willys-Overland	6,525	14*	—
Nash Motors	4,712	2,119	81
Paige-Detroit	3,582	169	4
Chandler-Cleveland	1,776	656*	26*
Moon-Diana	1,016	321	46
<i>Lost.</i>			

It will be noted that while the total G. M. C. sales exceeded the aggregate of the three "groups" that followed it, Hudson-Essex, Durant Motors and Nash Motors cars showed aggregate gains of 20,483 as compared with the 2,996 increase made by the five General Motors passenger car units.

Fire Losses

\$12,000 GARAGE BLAZE

Kansas City, Dec. 7.—The garage of the Kidd & Herrmann Rent-a-Ford Company, 3037 Prospect Ave., has been destroyed by fire. Twelve motor cars were burned. The loss is estimated at \$12,000.

Classified Advertising

CLASSIFIED RATES

5c a word (per daily insertion) If 6 consecutive insertions are used, the 6th insertion is free. If 12 consecutive insertions are used, the 11th and 12th insertions are free. Minimum classified advertisement accepted, 12 words; if display type is used, 18 words. Maximum, as much as you like. Correct amount must accompany order or advertisement will not be inserted. Send cash, check or money order to Automotive Daily News, 1926 Broadway, New York, N. Y.

BUSINESS OPPORTUNITIES

BUSINESS OPPORTUNITIES
THE ADVERTISEMENT below contains 50 words, and at 5c a word will cost you \$2.50. For consecutive insertions, the sixth insertion free, will cost \$12.50. 12 insertions, the 11th and 12th insertions are free. EXPERIENCED automotive electrician wants form active silent partnership with live car dealer, tire dealer or garageman; will go anywhere; have all capital needed; what I want is to meet the right man; if you are turning electrical business away, here's a chance to "cash in" on it. Address Box No. X. Y. Z., Automotive Daily News.

FOR SALE

GARAGE business for sale at a sacrifice more than fully equipped machine shop, storage more than garage overhead; other business interests force me to sell. For particulars write F. Townsend, 115 N. Church St., Rockford, Ill.

FOR SALE—Garage and authorized Studebaker agency. On corner of the principal street and state highway of this fast-growing incorporated village. My reason for doing is ill health.

You have read this ad, so will other people read yours, if placed in our classified columns.

HELP WANTED

FACTORY representative for automotive parts and accessory jobbers' trade; commission basis. Staff Brothers, 1765 Broadway, New York.

INCORPORATIONS

OHIO

Columbus, O., Dec. 7 (U. T. P. S.)—New incorporations in Ohio include:

Keller Motor Company, Wadsworth, O., \$30,000; to operate a sales agency, garage and service station; J. H. Keller, Jr.; Edna R. Keller, George W. Miller, Gertrude Miller and John J. Hutchinson.

Sirr Brothers Motor Sales Company, 4149 Pearl Road, Cleveland, \$10,000; to deal in automobiles, supplies and accessories and operate a garage; Edward Younger, L. M. Sewell, Ada E. Rogers, H. L. Deibel and E. J. Warrick.

NEW YORK STATE

Albany, N. Y., Dec. 7.—Among incorporations just announced by the secretary of state are:

Welch Gasoline and Oil Corporation, Manhattan, \$25,000; automobile business; Frederick R. and Frances N. Welch, both of 152 Parkside Ave., Brooklyn, and N. A. Lobowich.

Mayfair Tire Corporation, New York county, \$50,000; tires and automobile accessories; Max Franklin, 215 West 92d St.; Al Goldstein and R. H. Blum.

Z. and K. Garage, Inc., Brooklyn, \$10,000; garage; David Zinner, 359 Troy Ave.; Harry Kushner and Louis Boardman.

Rochester Gasoline Corporation, Rochester, \$10,000; oils and gasoline; Barton Baker, 93 Hazelwood Terrace; Clarence F. Grabb and Cyril L. Kendall.

Wilrose Garage Company, Inc., Kings county; garage; \$20,000; M. G. Forristal, 1298 Rogers Ave., Brooklyn; J. M. Poss and Lottie Freyer.

ILLINOIS

Springfield, Ill.—New incorporations in this state include:

J. M. McKittrick, Inc., 359 North Milwaukee Ave., Libertyville, \$25,000; John A. Clark, Ruth K. Clark and Joseph N. McKittrick; general automobile and motor vehicle sales and service business.

Rockford Auto Parts Company, 619-625 West State St., Rockford, \$50,000; M. Loose, Leo Palmeri and A. O. Loose; buy, sell and deal in motor vehicles, automobile parts and accessories.

Berkeley Garage and Public Fill-

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Apperson Automobile Co.
Automotive Rotary Lift Co.
Bendix Brake Co.
Buick Motor Co.
Byrne-Kingston Co.
Chevrolet Motor Co.
Chevrolet Sales Corp.
Continental Motors Co.
Deluxe Carrier Mfg. Co.
Durant Motors, Inc.
Flint Motor Co.
Frick Brothers, Inc.
General Motors Corp.
Hewitt Rubber Co.
Hupp Motor Car Corp.
Irving Engineering Sales Co., Inc.
J. H. Newmark, Inc.
Julius Carburetor Co.
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Wise Industries, The
Wonderlamp.

These advertisers already recognize the importance of this daily newspaper as a medium for reaching the entire industry quickly.

You eventually will count the AUTOMOTIVE DAILY NEWS as the most efficient medium to reach the trade.